Icecat Commerce

Icecat PIM x Akeneo Comparison

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pim

VS

akeneo

Overview

Product information management (PIM) system is a place to gather, manage, classify, filter, enrich, modify, create and distribute product data to multiple platforms. Many specialists refer it as "the only source of truth " for product data nowadays. PIM system has become a norm for the e-commerce industry. Just a while ago companies had to explain what is pim and why companies need them. Now, webshop managers, content managers take pim as a must-have when managing and distributing their product data.

PIM solution providers and e-commerce automation specialists aim their solutions to meet client's needs, to be the strongest and most competitive solution in the market. Product is always a building under construction. They need to use reliable technologies that will serve customers long and help them achieve their ecommerce goals.

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Icecat Commerce

Icecat Commerce offers e-commerce solutions for suppliers, resellers, and marketplaces. Their key solutions include stock and pricing automation, product information management (PIM), Icecat content integration, connection with e-commerce platforms and order exchange services.

Akeneo

Akeneo is an open-source PIM system designed to simplify and streamline the management of complex product data. It enables businesses to centralize all their product information into a single format, ensuring consistency and accuracy across various sales channels, including e-commerce sites, mobile apps, print catalogs, and point of sale systems.

About Icecat PIM

Icecat PIM is a SaaS based PIM solution by Icecat, targeted for resellers, playing on the e-commerce market since late 90s. Because of its tailored data integration and data model of Icecat product content catalog, main industries for Icecat PIM are IT devices, consumer electronics, appliances, office supplies and toy industry. As an Icecat commerce solution, Icecat PIM's main target is middle and big size companies.

Icecat PIM positions itself as "more than just a PIM solution". It combines not only product information management capabilities of Icecat and customers' own data, but also supplier connection, pricing and stock updates and exporting to multiple channels. Icepim provides a sophisticated and elegant solution for resellers, webshop owners, content managers, e-commerce managers and purchasing managers. Its growing number of integrations and additional order module completes a full e-commerce automation solution.

About Akeneo PIM

Akeneo PIM is a composable SaaS-based solution for organizing, activating, and optimizing product experiences across all channels, including e-commerce, mobile, print, social, points of sale, and beyond. Akeneo provides an open-source free version, as well as paid subscriptions. Akeneo platform focuses on revenue growth, reducing return rates, and increasing customer satisfaction and loyalty while eliminating the chaos and delays from divided technologies and processes.

The company targets mostly the United States, France, Germany, United Kingdom, Spain, and Israel. They position themselves as "the world's first intelligent product cloud" made for retail, wholesale and distribution enterprises. Their target audience is mostly oriented towards fashion, beverages,automotive, energy and utilities as well as consumer packaged goods. Akeneo has a number of integrations through its own "Akeneo Activation" platform (Akeneo Integrations) or through third-party providers.

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Feature Comparison

	Icecat PIM	Akeneo
Import Formats (xlsx, csv, xml)	✓	✓
Export formats (xlsx, csv, xml, json)	✓	Yes, except XML. XML is through paid 3rd parties providers.
Pricing management	✓	✗
Supplier management	✓	✗
Stock and pricing updates automation	Yes, inbuilt	✗
Multi-languages	Unlimited	✓
Roles	Yes, by user type or access permissions	Yes, by user type, user group or roles

E-commerce Platforms Integrations

	Icecat PIM	Akeneo
Shopify	✓	Yes, additional in-house maintained plugin. Cost quote-based
Magento	✓	Yes, additional in-house maintained plugin. Cost from 300 USD
WooCommerce	✓	Yes, additional in-house maintained plugin. Cost from 300 USD
Amazon Seller	Yes, additional in-house maintained API solution. Cost on demand.	Only through paid 3rd parties providers or using API
Amazon Vendor	Yes, additional in-house maintained API solution. Cost on demand.	Only through paid 3rd parties providers
Amazon AWS Cloud Storage S3	✗	Yes, additional in-house maintained plugin. Cost from 200 USD
Elkjop	Yes, the mapped taxonomy includes Nordics-tailored product certifications and required attributes.	Yes, additional in-house maintained plugin "Akeneo Activation". Cost on demand.

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	Icecat PIM	Akeneo
Shopware	Yes, additional in-house maintained API connection. Cost on demand.	Only through paid 3rd parties providers. Cost from 400 USD
Odoo	Yes, additional in-house maintained API connection. Cost on demand.	Only through paid 3rd parties providers. Cost from 400 USD
Salesforce	Yes, additional in-house maintained API solution. Cost on demand.	Yes, additional in-house maintained solution. Cost on demand.
Google Shopping	Yes, additional in-house maintained solution. Cost on demand.	Only through paid 3rd parties providers. Cost on demand.
Own-ecommerce module	Yes, called Batavi, B2B focused	⊗
Bol	Yes, only for content, taking into account Bol taxonomy	Yes, called Digital commerce framework, B2B and B2C focused

Data Enrichment Options

	Icecat PIM	Akeneo
Icecat	Yes, inbuilt functionality. Only requires Icecat free or paid subscription	Only through paid 3rd parties providers. Cost on demand.
1WorldSync	⊗	Yes, through paid 3rd parties providers. Cost on demand.
Own content	✓	✓

Pricing

	Icecat PIM	Akeneo
Open-source free version	⊗	✓
Pricing plans	Subscription based plan starts at 5K/year, and Enterprise plan (with customized feature opportunities)	Subscription based plan (Growth plan) starts at 25k/year, and Enterprise plan (with customized feature opportunities)
Project delivery team	A designated project manager responsible for your project, as well as product owner assistance and a technical support team, are included in your subscription service.	A designated PIM consultant, as well as a customer success manager who will check on you, and a technical support team will assist you during your Akeneo usage.
Learning materials	Yes, documentation and user-manuals included in the subscription service.	Yes, documentation and user-manuals included (free and paid versions)
Support	Yes, included in the subscription service	Not included in the free version: community support.Included in the subscription version and enterprise version.

Support

	Icecat PIM	Akeneo
24/7 1st level Support	✖	Only in Enterprise version with Full SLA
Tech support during business hours Monday to Friday	Yes, included in the subscription	Yes, included in paid versions with SLA
Support portal/Help center	Yes, in progress	✔
Onboarding team	Yes, project manager, product owner, support	Yes, PIM consultant, customer success, support
Custom development	Yes, for additional fee	Yes, for additional fee

UI Comparison

	Icecat PIM	Akeneo
User interface	Frontend looks outdated. Utilization of a limited colour palette creates a formal overall impression *New UX is in progress planned for 2024	Easy to use, not too over-crowded, nicely spaced components. Modern, provides UI in 35+ languages.
Navigation	Quite easy and clear	Easy and clear
Learning materials	The Icepim project delivery team offers unlimited and free consulting, training, and support until project delivery as a part of the subscription fee. Icepim comes as a comprehensive package without the need to pay for additional features.	Akeneo Academy provides learning materials and documentation. Library and live trainings available if using paid versions.

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Final Thoughts

Akeneo and Icecat PIM systems offer essential features for effective product information management. Both systems support the most popular connections with marketplaces and platforms. However, Akeneo, being a newer solution with an open-source code base, offers greater flexibility in terms of the number of (paid) connectors available. With Akeneo, users can build their own setup using internal and external tools. However, with Akeneo's business model, many necessary features come as additional modules. Consequently, using Akeneo to meet the requirements of an e-commerce environment for a reseller might require an increasing budget. In contrast, Icecat PIM provides a comprehensive platform with all necessary and core features included for a stable fee, with no upsell. From connecting to suppliers through Icecat PIM, to sending data to the webshop of your choice, you'll know the total integration price and project delivery date from the start.

When it comes to interfaces, Akeneo offers the latest and most modern user interface. On the other hand, Icecat PIM, offers a more outdated, but quite clear user experience based on current trends. However, Icecat PIM has announced plans for a new UI release in 2024.

In terms of pricing, the Akeneo Subscription plan starts at the price which is five times more than Icecat PIM, excluding additional modules. As a result, Icecat PIM offers a significantly more affordable yet robust solution.

Icecat PIM's project delivery team is stronger and more attentive due to their personalized approach. In contrast, Akeneo offers personalized project delivery and support only with its enterprise version. The free community version of Akeneo is suitable for those who are not ready to invest heavily in a PIM system initially and are prepared to handle the issues and bugs themselves.

Overall, both solutions are strong, and the ultimate decision should be based on what each software can achieve and the value it brings to your business.

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About Icecat

Icecat is a global leader in product content syndication, helping organizations deliver enriched, engaging, consistent, and compelling product information across various platforms and channels. Trusted by more than 40,000 of the world's most successful e-commerce businesses, Icecat empowers global brands, manufacturers, distributors, and retailers to deliver omnichannel customer experiences that turn browsers into buyers.

As a key player in the field of product content syndication, Icecat collaborates with renowned brands, manufacturers, distributors, and retailers such as Amazon, Philips, Disney, Lego, HP, and Dell. These partnerships enable businesses to enhance and optimize their product content, resulting in more engaging and compelling experiences that foster customer trust and loyalty.

Icecat's advanced Product Information Management (PIM) systems, extensive partner network, and data-driven technology significantly elevate the quality and consistency of product information. This, in turn, simplifies the management of product catalogs and accelerates the distribution of product details across diverse platforms and markets, ensuring that customers have access to accurate and appealing product information wherever they shop.

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