

What's New in Akeneo PIM

3.0



Akeneo PIM 3.0 delivers additional features and enhancements requested by our beloved customers and partners. PIM 3.0 is a Long-Term Support (LTS) version and will be supported through August 2020. We invite you to begin planning for your upgrade now to take advantage of the cool new features in this exciting new release!

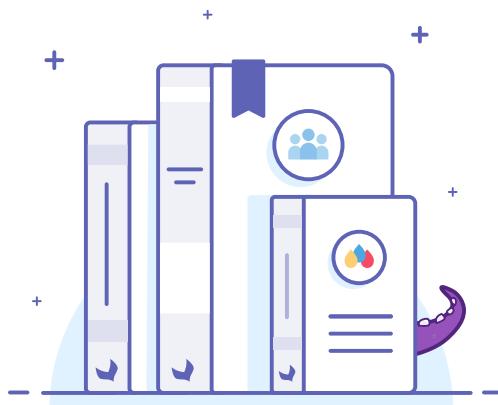
The primary development focus of this new version covers three core topics: managing reference entities, support for Single Sign-On, and performance improvements. We are also introducing a new enterprise feature named Franklin Insights. The new Franklin Insights feature leverages our Franklin library of curated product information. Unless otherwise noted, these enhancements are available in both Community Edition and Enterprise Edition. Read on for highlights on these exciting new additions!

Reference Entities EE only

Reference entities enable you to create and enrich entities related to products in the PIM. The new feature lets your team manage commonly used information related to products -- colors, sizes, ingredients, care instructions, etc. -- as well as non-product "entities" such as brands, designers, looks, rooms, cities, countries, and other descriptive entities.

Benefit: Adding this feature natively in Akeneo PIM EE facilitates creating a compelling product experience in your catalog.

The Custom Entity Bundle will remain in the Akeneo Marketplace for Community Edition customers and will be migrated and available in version 3.0.



Reference entities have their own attributes, their own lifecycle, and can be linked to products. These entities may have dedicated pages on the e-commerce website or their information may enrich each product page.

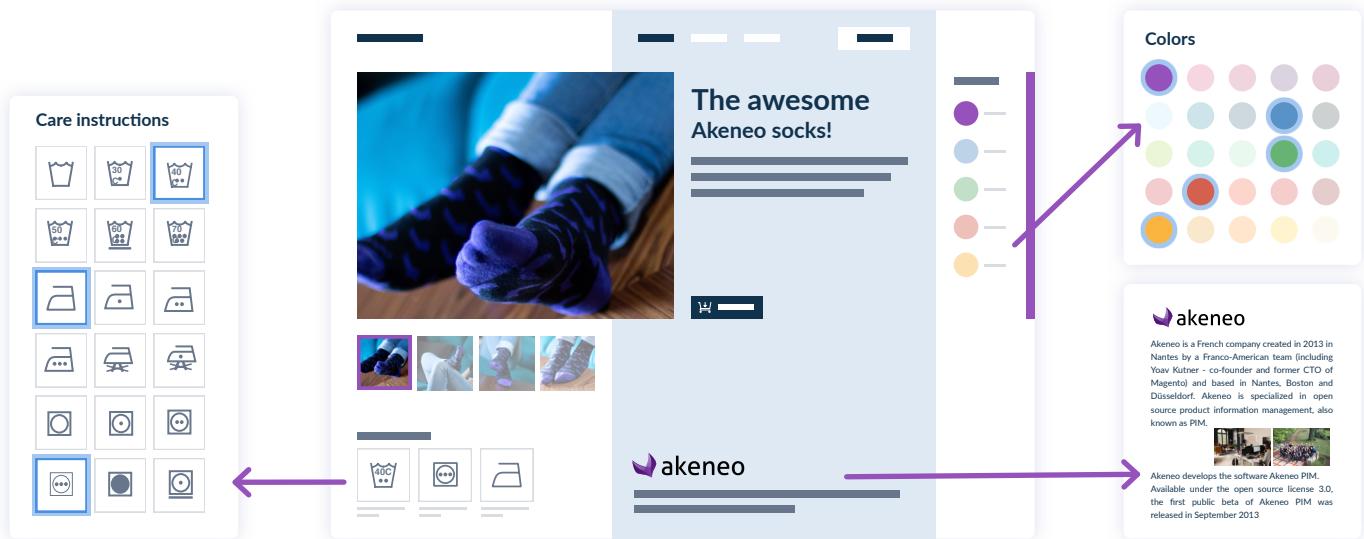


Figure 1: Product page for Akeneo socks with reference entities for care instructions, colors, and brand information.

Reference entities are created, enriched, and managed in a new section in the PIM from a dedicated “Entities” menu.

The image displays the 'REFERENCE ENTITIES' section of the Akeneo PIM interface. On the left is a vertical navigation bar with icons for Activity, Products, Entities (which is selected), Assets, Imports, Exports, Settings, System, and Help. The main area shows seven cards representing different reference entities:

- Brand:** Shows logos for 'fatboy.', 'B&O BANG & OLUFSEN', and 'LEXON Kartell'.
- City:** Shows a photograph of a city skyline at sunset.
- Color:** Shows a vibrant, multi-colored circular gradient.
- Country:** Shows a photograph of Earth from space.
- Designer:** Shows four black and white portraits of men.
- Main Color:** Shows a color wheel with twelve segments.
- Material:** Shows a photograph of various textured materials stacked together.

A green 'CREATE' button is located in the top right corner of the main area.

Figure 2: Examples of various types of Reference Entities.

In the screenshot below, «Brand» is the reference entity and it includes a list of brands - Fatboy, Kartell, Muuto, etc. A brand is described by an image, a label, a code, a country, a founded date, a photo, and a description.

Image	Label	Code	Complete	Founded	Country	Photo	Description	Designer
	Kartell	kartell	100%	1949	Italy		"Kartell - The Culture of Plastics"... In j...	Philippe Starck
	Muuto	muuto	100%	2008	Denmark		Founded in 2008, this young Danish m...	Anderssen & Voll
	Tom Dixon	tomdixon	100%	2002	United Kingdom		Tom Dixon is one of the most original ...	Tom Dixon
	Fatboy	fatboy	100%	1998	Netherlands		These 21st Century beanbags combine...	Alex Bergman
	Lexon	lexon	100%	1991	France		For over 20 years, Lexon has been pion...	Marc Berthier
	Bang & Olufsen	bangolufsen	100%	1925	Denmark		B&O PLAY delivers stand-alone produ...	Cecilie Manz

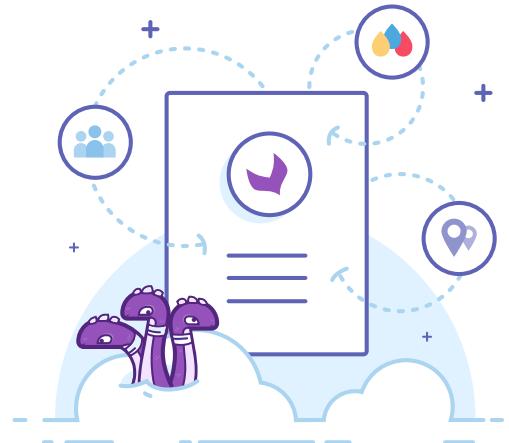
Figure 3: List of records (i.e. the list of brands such as Kartell and Muuto) and attributes (label, code, country, designer, etc.) for a Brand reference entity. A given brand record may be related to one or more products.

Reference entities are subject to permissions, and completeness can be calculated for each record in a reference entity. The reference entity records can be linked to products through two new product attributes types:

- Reference entity single link (for example: linking one brand to a product)
- Reference entity multiple links (for example: linking several care instructions to a product)

It is also possible to link reference entities together, such as designers to a brand, and cities to countries.

Reference entities and their records can be imported and exported via the API. This is useful if you already have reference entity data stored elsewhere in your IT landscape. API endpoints help you easily import reference entities and their corresponding records from those external systems into the PIM - as well as to export records to distribute to your various channels such as marketplaces and ecommerce platforms.



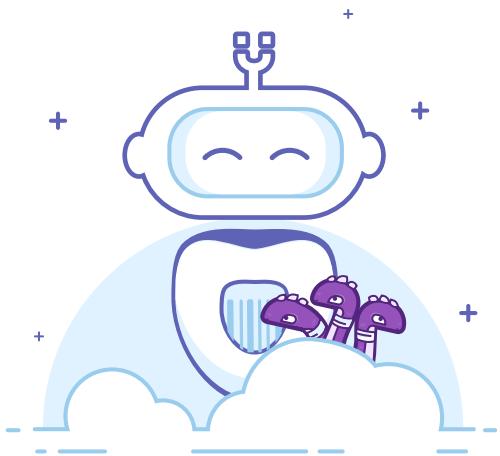
Franklin Insights EE only

Franklin Insights is a new Enterprise Edition feature that provides access from Akeneo PIM to Franklin, our new curated library of technical product information. Franklin Insights offers an interface to visually map the attributes from the subscribed product data in Franklin to the product attributes in your Akeneo PIM catalog.

How does it work? Once you have subscribed to a product identifier, Franklin generates and suggests a “golden record” of the highest quality technical data for the PIM. You map the Franklin attributes to the PIM attributes, and then Franklin generates a proposal for you to review.

Benefit: Subscribe to products and receive continuous updates to technical product data to ensure the highest quality of information is reflected in your catalog.

Franklin Insights requires a subscription to **Franklin**. Please contact your Akeneo representative for pricing information. For now, Franklin Insights is only available for the US.



SETTINGS / FRANKLIN INSIGHTS /

Franklin Insights Settings

 Meet Franklin, your Product Information AI assistant!
In order to help you enrich your catalog, Franklin will need to know your catalog identifiers that match his.
While mapping your identifiers, please keep in mind that the Brand and the MPN go together. [Read more](#)

Identifiers **Attributes**

Family
 ▼
 All Franklin attributes reviewed

Status : All ▼

Franklin attribute	Catalog attribute	Franklin attribute status
Application	Application	Active
Batteries Included	Batteries Included Tools	Active
Batteries Required	Batteries Required	Active
Blade Material	Material	Active

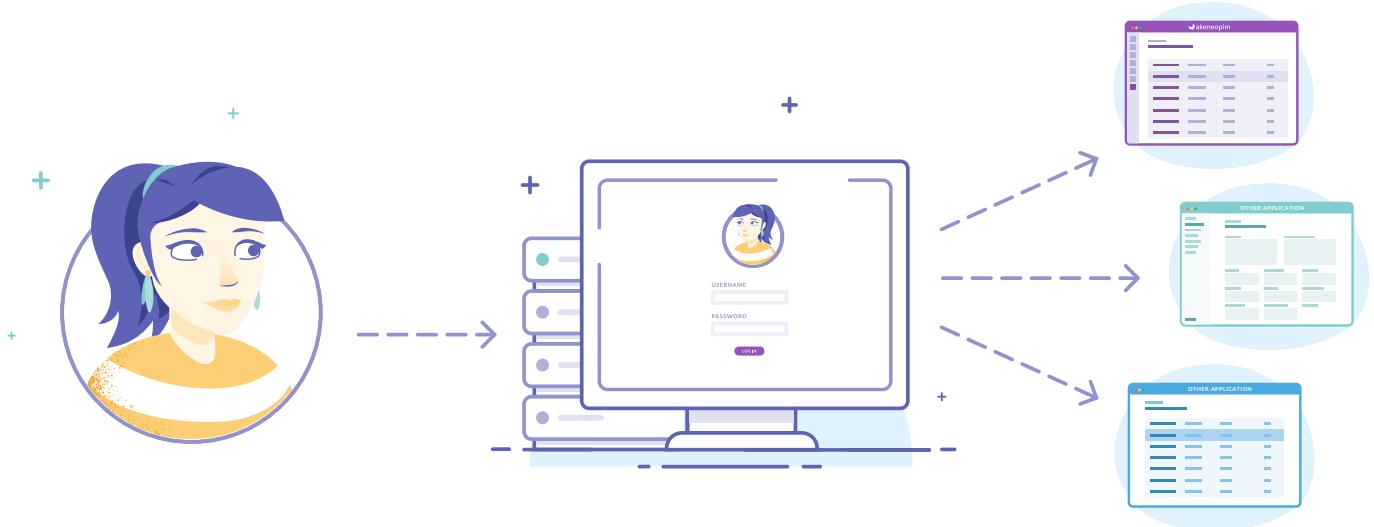
Figure 4: Visually map Franklin attributes to your PIM catalog attributes.

Single Sign-on EE only

Single Sign-On (SSO) is an authentication process that allows a user to access multiple applications with only one set of credentials. Single Sign-On is a common practice at enterprises that handle many users and many applications. This new PIM version now supports SSO in the Enterprise Edition!

Benefit: SSO is an efficient way to increase your productivity, reduce bad password habits, accelerate the adoption of company-promoted applications, and simplify user management in enterprise IT environments.

This feature allows the PIM to communicate with a SAML v2-compatible authentication server. SAML (Security Assertion Markup Language) is a computer standard used for exchanging security information. It is widely used in corporate environments for implementing SSO solutions. You will no longer be prompted for your login and password in the PIM; instead your corporate credentials (using your session login or an external login form) will be used to authenticate yourself.



SAML uses the following concepts to implement SSO:

- Identity Provider (IdP): IdP is the authority that verifies the user's identity and grants access to a requested application.
- Service Provider (SP): SP is the hosted resource that the user tries to access. The SP is a part of Akeneo PIM EE 3.0.

Once set up, the authentication requests for all the connections made to the PIM will be checked with the Identity Provider server instead of the PIM itself. As a result, you won't have to type your login and password in the PIM. You will be able to access the PIM without having to enter your credentials as soon as you are already recognized in your corporate environment.

Akeneo PIM is designed to be compatible with authentication servers that respect the SAML v2 standard. Note that when opting to use the SSO feature, you will no longer be able to use the LDAP Authentication Bundle as using both together is not compatible.

As with the LDAP bundle, the SSO feature is an additional subscription. Please contact your Akeneo representative for more information.

Performance and scale improvements

Akeneo PIM 3.0 includes additional user interface performance improvements.

The product grid is the most used screen by our dear Julias. This crucial screen will now be able to scale to more categories, more products and product data. The product grid now loads in less than 2 seconds with 1,000,000 products and 20,000 categories.

If you need a large set of attributes to describe their products, we have more good news for you! You are now able to use as many attributes defined as grid filter as you want. This number will no longer have an impact on product grid loading performance.

Another visible improvement is the time to load the Dashboard and the completeness widget is significantly faster than in prior versions.

Benefit: Better performance means Julia will be much happier while using the PIM!

#PIMFORALL



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