



Akeron Named Exemplary Provider in the 2025 ISG Buyers Guides™ for Sales Performance Management, Incentive Compensation Management, and Revenue Performance Management.

With its leading Sales Performance Management platform – Vulki by Akeron, Akeron has secured a standout placement within the top five players globally.

Lucca, Italy – November 19th – The ISG Buyers Guide™ is one of the most trusted and influential global assessments of software providers supporting **Revenue Performance Management (RPM), Sales Performance Management (SPM), and Incentive Compensation Management (ICM)**. Used by enterprises worldwide, the guide helps business leaders make confident, data-driven decisions by evaluating providers on strength, customer experience, innovation, and ability to support complex revenue operations.

In the newly released 2025 edition, Akeron, a global enterprise application software provider with operations across USA and Europe, headquartered in Lucca -Italy, has achieved a standout position as an **exemplary provider** across **all three categories in the top right quadrant**. With its Vulki by Akeron SPM platform, the company secures a top five global placement alongside industry leaders such as Anaplan, Oracle, Xactly, and Varicent.

Mark Smith, Partner and Chief Software Analyst from ISG added: *“Akeron entered the Exemplary quadrant this year, which is a significant achievement. This result was made possible by the company’s impressive commitment to continuous product innovation to its platform with AI and mobile applications and its ability to rapidly bring new capabilities to customers—who in turn help shape the product’s evolution. In Product Experience, Akeron demonstrated strong support for revenue processes from performance to planning.”*

The ISG Buyers Guide™ defines Revenue Performance Management as the coordinated set of activities, processes and applications that enable organizations to plan, execute and guide selling efforts across all channels ensuring the alignment of customer, product, and revenue goals. In an increasingly competitive and complex selling environment, the guide serves as a critical resource for enterprises looking to modernize their performance management systems and select partners that can drive measurable business impact.

Akeron’s strong performance is driven by high marks in customer experience reflecting its support for customers through the journey of interactions from onboarding, support and services along with a product roadmap that is aligned with evolving market needs and in product experience, supported by advanced capabilities in revenue performance from planning and incentive design to execution.

Manuel Vellutini, Co-CEO of Akeron, commented: *“This year, our product innovation has clearly propelled us into a dominant position. It’s the result of a powerful combination: strong adoption from customers who are leaders in their industries, and continuous investment in evolving our platform. ISG’s recognition confirms that we’re building exactly this kind of intelligent, value-driving platform. Technology today isn’t just about calculation – it’s about guidance”*

About Akeron

Akeron Srl (www.akeron.com), a global Enterprise Application software provider with operations in USA and Europe, headquarter in Lucca Italy, transforms business challenges into digital solutions through innovative and flexible software that improves efficiency, decision-making and business performance. Headquartered in Lucca, Italy, with offices in Paris, London and New York, Akeron helps companies achieve their strategic goals. Today, it is the trusted partner of over 500 customers of all sizes and sectors, including Lavazza, Intesa Sanpaolo Private Banking, Optimize RX, Amadori, Prada, Mutti, Rummo, Randstad and many others.

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