Perfion

CORESHOP

Take control of your product data

With Perfion, you can easily manage product data across languages and channels, enabling you to focus on your core tasks and give your customers an excellent buying experience.

A complex challenge
requires a simple solution

You can be sure of one thing:
The world will be more complex tomorrow than it was yesterday.

You must be able to meet customers on multiple platforms, and they expect an error-free and uniform buying experience across all of your marketing and sales channels.

At the same time, short time-to-market has become a critical competitive parameter in many industries.

This places great demands on your management of product information throughout the value chain, and increases the need for control, a clear overview and efficient workflows.

> ”With Perfion we've been able to reduce in-store signage production from 2-weeks to 3-hours. This is critical given that our business is very seasonal and event driven. The PIM system makes us able to produce new promotional content in much quicker turns.”
>
> **Crystal Ashby, VP of Marketing,**
> **Chaparral Motorsports**

Perfion is your "Single Source of Truth" for all product information

The solution is Perfion – a 100% standard system for Product Information Management (PIM).

With Perfion, you can:

✔ Quickly and easily manage all of your product data – text, images, video, audio, etc.

✔ Publish and maintain product data across all of your channels simultaneously – from website to e-commerce, data sheets and catalogs.

✔ Seamlessly integrate product information management with your existing IT landscape, including e-commerce platforms and all standard ERP systems. Out-of-the-box integration with Microsoft Dynamics ERP (NAV/AX/D365) and SAP.

> ”Our organization went through a tremendous shift in our product data strategy – from disjointed information silos to a well-structured and maintained central repository. Perfion is now the backbone for multiple websites and a mobile application.”
>
> **Brian Millsap , Senior Vice President,**
> **Chief Information Officer,**
> **Hampton Products International Corporation**

Maintain all your product data from one single place

Perfion

Keeping product data updated with Perfion PIM is...

Efficient
With Perfion PIM, it is finally easy to maintain large volumes of product information in a simple and efficient way. Information common to many products is maintained via a hierarchy of shared data.

User-friendly
Perfion PIM is developed by users for users. If you are familiar with Microsoft Office programs such as Excel, Word and Outlook®, you will master Perfion in no time.

Secure
Built-in security features ensure that only users with sufficient rights can edit information relevant to their area of responsibility.

Quick implementation
Perfion PIM is a 100% standard application that can be quickly configured to meet your needs and requirements. All existing data can be easily imported from Microsoft Excel and other programs.

Perfion changes the way that companies work with product data

Our goal is to provide ideal conditions that allow you to focus on your productivity and creativity. No more time-consuming searches for product data or concerns about data validity. Instead, you will have more time to focus on your core tasks.

We know that you cannot overcome today's problems with yesterday's methods. Therefore, we are constantly working to develop the Perfion PIM system and find new solutions to customers' challenges.

We take pride in understanding your business and making a tangible difference. You will notice this commitment immediately when speaking with our consultants about your business needs and how we can help.

A strong partner network

Perfion has a strong partner network, with partners throughout much of the world. All Perfion Partners must possess extensive knowledge and skills relating to Perfion PIM.

Customers who enter into a collaboration with a certified Perfion Partner can rest assured that they will receive help from a supplier with strong expertise in the Perfion PIM system.

Perfion's partners are typically web and e-commerce agencies, digital agencies, master data integrators or ERP integrators.

"The best is Perfion's ability to integrate into other systems so that we can have a Single Source of Truth instead of maintaining data in multiple systems. Other advantages are its flexibility and ease of use."

Trish Keller, Chief Technology Officer, Citizen Watch Company of America, Inc.

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Perfion

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