



In connection with the implementation of Perfon PIM, Buch & Holm has chosen to switch to the eCommerce solution Sana Commerce, into which Perfon also integrates 100%. Like the ERP system, Sana Commerce automatically picks data and updates from Perfon. This ensures full use of all three systems with huge time savings as a consequence.

**Savings are spent on quality improvements**

With Perfon PIM, Buch & Holm has got a perfect view of all product information. Unlike in the past, it is now easy to detect when a product text is no longer correct. The company can thus correct errors, which were previously not even discovered. The 25-50% time saving, that is a consequence of the Perfon implementation, is now being channeled into creating a much better quality result.

Hereby, the company has achieved its goal:

*“The money we spend on marketing is now buying us high quality output. This has been our goal all along, not savings.”*

Veljo Jovanovic, CFO, Buch & Holm A/S

**PDF catalogs are created at lightning speed with Perfon**

With Perfon, Buch & Holm can quickly and anytime build PDF catalogs with selected product groups. Since the catalogs are composed in the very moment they are needed, they always contain the latest prices and updates.

Because the PIM system interacts with Microsoft Dynamics NAV, the company can also create customized catalogs as well as special catalogs with specifically selected information for the customers. The information is picked directly from Dynamics NAV, displayed in a view that is set up in Perfon, and from here exported as Excel files. The customer is free to select the fields he wants to display in his file.

In the Sana Commerce webshop, users can specifically choose to see the items from a particular PDF catalog because the contents of both PDFs and shop will be delivered directly from Perfon.



PDF catalog pages with selected product groups and information from Perfon and the ERP system are built fast and easily

**About Buch & Holm**

The family-owned Danish company Buch & Holm is among the leaders of total suppliers within equipment, inventory and consumables to laboratories, quality control and industry. Furthermore, the company offers counseling, support and service in Denmark and Sweden and is a co-owner of Lab Logistics Group GmbH.

[www.buch-holm.dk](http://www.buch-holm.dk)

**About Perfon**

Perfon is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfon you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfon has a documented return on investment of less than a year.