



# Coreshop Solutions, Perfion: New Partnership for North America

Strategic Alliance Makes CoreShop Solutions Total Solution Provider for Manufacturers & B2B

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HOUSTON, TX May 19, 2020 - - Coreshop Solutions, LLC (CSS) and Perfion, Inc. (Perfion) formally announced its partnership for a North American strategic alliance. Perfion is a global leader in Product Information Management (PIM) solutions for enterprise and CSS is a world class solutions provider. With the partnership, CSS becomes the first and only Perfion Solutions Provider in the US, who can both sell, consult and implement Perfion across the US and Canada.

*"We believe for any business to succeed, the most important factor is accurate and up-to-date product information being easily and readily available," said Dick Brunebjerg, President and CTO of Perfion, Inc. "Having a single, unified source of product information solution across all departments, channels and languages such as the one that Perfion offers, meets today's market needs."*



"We believe for any business to succeed, the most important factor is accurate and up-to-date product information being easily and readily available," said Dick Brunebjerg, President and CTO of Perfion, Inc. "Having a single, unified source of product information solution across all departments, systems, channels and languages such as the one that Perfion offers, meets today's market needs. It's imperative in a COVID19 business environment to be able to move swiftly and accurately. With Perfion and CSS' expertise, simply update the product information in one place and having the changes implemented universally, strengthening your internal processes and communication with your team and with customers."

Rob Neumann, Chief Strategist Officer for CoreShop adds, "The pandemic is certainly proving the need for better data, content and product imaging for any online business." Coreshop and Perfion will collaborate to deliver best-in-class Product Information Management (PIM) e-commerce solutions to manufacturing, wholesale, supply chain and B2B entities, addressing time-to-market, multi-channel marketing, integration with various business systems and more importantly work together to simplify product data management.

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## About CoreShop Solutions

CoreShop Solutions LLC is a leading, global innovator building complex e-commerce software with Product Information Management/Digital Asset Management/Master Data Management solutions. We are experts with Perfion, Magento, and Sana products plus we build both Microsoft enterprise class and PHP open source software solutions. In addition, we provide incredibly productive solutions around Web2Print and PWA. Our strategic partnerships, including Bonitasoft, Magento, Sana, BigCommerce, Shopify, Salesforce, AWS, Web2Print, Progressive Web Apps, and select others, complete our offerings with business process automation, AI, RPA, Quality management and supply chain software.

## About Perfion

Perfion is the world's only 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfion you get a single source of truth for product information which gives you full control of all product data from day one wherever it is applied (e.g. e-commerce, websites, supplier portals, smart phone apps, printed catalogues, fact sheets, social media, direct mails, newsletters, etc.). Perfion is the easiest and fastest PIM solution to implement. It is open to integrate with existing IT-platform and handles continuous changes in requirements without extra cost. Perfion offers easy integration to a number of platforms and applications, including Microsoft Dynamics AX, NAV, D365BC and D365FO (out-of-the-box integration), all standard ERP solutions, web content management systems, e-commerce systems, Microsoft Office (Word, Excel, PowerPoint), Adobe InDesign and others.



- Headquarters: Houston, Wels, Atlanta & Minsk
- Website: <http://www.coreshopsolutions.com/>
- Partners: Tom Sieger, Rob Neumann, Jim Kolassa
- Employees: 100
- Organization: Privately Held

### Release Summary

Coreshop Solutions and Perfion, Inc have partnered for a North American strategic alliance. Perfion is a global leader in Product Information Management (PIM) solutions for manufacturers, wholesalers and B2B industries. With this partnership CoreShop Solutions is the first and only solutions provider who can sell, consult and implement Perfion in the US and Canada.

### Key Quotes

Dick Brunebjerg, President and CTO, Perfion, Inc. "We believe for any business to succeed, the most important factor is accurate and up-to-date product information being easily and readily available," said Dick Brunebjerg, President and CTO of Perfion, Inc. "Having a single, unified source of product information solution across all departments, channels and languages such as the one that Perfion offers, meets today's market needs."

Rob Neumann, Chief Strategist and Marketing Officer, CoreShop Solutions, LLC. "The pandemic is certainly proving the need for better data, content and product imaging for any online business."

### For Media Interviews and More Information Contact

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