

# Perfion

Perfion is the world's only 100% standard Product Information Management (PIM) solution for companies with a large number of product variants and parts and/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. webshops, websites, supplier portals, smart phone apps, printed catalogues, fact sheets, social media, direct mails, newsletters...).

Perfion is the easiest and fastest PIM solution to implement. It is open to integrate with your existing IT-platform and handles continuous changes in requirements without extra cost.

Perfion offers easy integration to a number of platforms and applications:

- Microsoft Dynamics AX and NAV (out-of-the-box integration)
- All standard ERP solutions
- Web content management systems
- e-commerce systems
- Microsoft Office (Word, Excel, PowerPoint)
- Adobe InDesign

[www.perfion.com](http://www.perfion.com)

First installation: 2007

## Reference customers

Dornbracht, Wentronic, Eisen-Fischer, Plus6, SABAG, Elektrobedarf Troller, Mack & Schühle, Eggers & Franke, TROIKA, J. N. Kreiller, Vetrage, Bodum, Otte, ZEG, Birkenmeier Stein + Design, Schäfer + Peters

## Application

✓ Business-to-Business      ✗ Business-to-Consumer      ✗ Consumer-to-Consumer

## Operator

✗ Media service providers      ✓ Companies      ✗ Publishers

## Products

✓ Advertising material, office equipment      ✗ Books, teaching aids      ✗ Mercandises, promotional items  
✗ Large formats      ✓ Catalogues, price lists      ✗ Packaging  
✗ Newspapers, magazines      ✗ Technical documentation

## Provider

Perfion  
Niels Jernes Vej 8  
DK-9220 Aalborg  
+45 70 26 26 80  
info@perfion.com  
www.perfion.com/

Updated on: 2019-01-11

## Media channels

- |                    |                |                       |
|--------------------|----------------|-----------------------|
| ✓ Print            | ✓ Apps         | × Messenger           |
| ✓ Website, webshop | × E-books      | × Office applications |
| × Online, Mobile   | × Video/Audio  | × Search engines      |
| × Out-of-Home      | ✓ E-mail       | × Online marketplaces |
| ✓ E-paper          | ✓ Social media |                       |

## Features

- |                               |                                  |                                    |
|-------------------------------|----------------------------------|------------------------------------|
| ✗ Closed shop                 | ✓ Database publishing            | ✗ Editorial system                 |
| ✗ Open shop                   | ✓ Online data check              | ✓ Translation management           |
| ✗ E-shop in-house development | ✓ Correction workflow            | ✗ Marketing management             |
| ✗ E-shop standard system      | ✓ Technical workflow             | ✗ Media planning, media booking    |
| ✓ Printed file upload         | ✓ Commercial workflow            | ✗ Customer relationship management |
| ✓ Print on demand             | ✓ Media asset management         | ✓ Cross-media management           |
| ✓ Individualisation           | ✓ Product information management | ✗ Content marketing management     |
| ✓ Personalisation             | ✗ Web content management         |                                    |
| ✓ Creation of publications    | ✓ Text database                  |                                    |

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## Systems and services

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