

Why Perfion PIM:

The Complete Product Data Solution for Modern B2B Business

A guide for manufacturers, distributors, and wholesalers
who need to centralize, automate, and control product data
across every channel, system, and region.



The new reality of product data management

In today's digital economy, product data has become one of the most valuable assets in any business. It determines how efficiently a company can launch new products, expand into new markets, and deliver consistent customer experiences.

For mid to large sized B2B organizations, managing product data is increasingly complex. Product catalogs are expanding. Variants multiply across regions. Each product comes with layers of related content such as specifications, images, safety data sheets, manuals, packaging details, certifications, and localized pricing.

These data points often live in different systems including ERP, CRM, PLM, marketing tools, spreadsheets, or supplier portals. When they are disconnected, they slow down workflows and create costly inconsistencies.

A product information management solution is no longer a nice to have. It is the foundation of efficient product operations. But not every PIM is designed for the realities of B2B.

Why traditional PIM systems fall short

Many PIM systems were designed for retail simplicity, not industrial complexity. They work well when products have a handful of attributes and move through simple sales channels, but they struggle when applied to manufacturers or distributors managing tens of thousands of configurable or technical products.

The first limitation is structure. Most PIMs use rigid data models that force every product into the same mold. They do not easily support multi level relationships, spare parts, or bundles that reflect the realities of B2B product hierarchies.

Integration is another critical weakness. In manufacturing and distribution, ERP is the backbone of operations, yet most PIMs can only import or export data one way. Without deep and continuous integration, product data quickly becomes out of sync.

Lastly, traditional systems are difficult to evolve. Custom built connectors, opaque code bases, and costly upgrades create dependency and risk. Every new release feels like a rebuild, discouraging innovation.

Perfion was created to change that by giving companies a PIM that is powerful enough to handle ERP level data but flexible enough to adapt to any product structure.



Perfion: a Solution built for complexity

Perfion PIM is more than a product information management system. It is a product data solution that connects every piece of information across the enterprise, from concept to customer.

Perfion consolidates product, variant, and asset data into one dynamic environment. It automates updates across ERP, ecommerce, and partner systems, ensuring that every user, whether in product, sales, or marketing, works from the same version of the truth.

It supports the entire product lifecycle, from onboarding new items to enriching data for different channels and publishing finished products to websites, marketplaces, and print materials. The result is a connected, synchronized product ecosystem that eliminates manual work and accelerates growth.

Centralization with flexibility

What makes Perfion unique is its freedom of structure. Rather than imposing predefined product, variant, or category entities, it allows each business to model its own data in a way that mirrors how it actually operates.

Manufacturers can represent complex assemblies, technical hierarchies, or configurable products with full relational depth. Distributors can create relationships between suppliers, brands, and regional assortments. Retailers can build structures that align with both ERP and digital commerce systems.

Perfion centralizes all product and digital assets including technical specifications and regulatory documents, as well as images, videos, and packaging files within a single repository. Data can be imported from any internal or external system and validated automatically.

This flexibility ensures that as business models evolve, Perfion evolves with them, without the risk of breaking integrations or losing upgrade compatibility.



Deep integration with ERP and ecommerce

Perfion was designed for ERP connected businesses. It integrates natively with both Microsoft Dynamics 365 Business Central and SAP Business One, providing true two-way synchronization.

Within this architecture, Perfion serves as the intelligent bridge between operational and customer facing systems. Users can manage data in Perfion and release approved information into ERP through mapped workflows. Data entered in ERP such as pricing or inventory can flow back to Perfion for consistent publishing across digital channels.

Perfion also integrates directly with ecommerce platforms including Shopify, BigCommerce, Sana, and Magento or Adobe Commerce. Data can be shared through APIs or distributed through content hubs such as Channable or Productsup.

This means product data only needs to be managed once. Perfion keeps every connected system up to date, minimizing manual entry and ensuring accuracy across channels.

Automation that adapts to your business

At the core of Perfion is a powerful automation framework known as Actions. This built in ETL engine allows companies to automate data flows and business rules without writing code.

Actions can be used to transform supplier data, enrich missing attributes, generate channel specific feeds, or trigger updates when product statuses change. For example, when a product reaches an approved stage, Perfion can automatically publish it to ERP and ecommerce systems, alert stakeholders, or create localized content variants.

Unlike external integrations or scripts, these automations are built directly within Perfion by authorized business users. That means faster adaptation, lower cost, and full transparency.

This level of automation ensures that product data moves effortlessly through the organization, aligning people and processes while maintaining control.



Efficiency through intelligent design

Perfion's interface is built for speed and clarity. The grid based view resembles Excel, giving users a familiar workspace while adding validation and filtering features.

Large data volumes can be updated in seconds. Product managers can edit attributes across thousands of records, apply filters, or perform data quality checks without waiting for IT.

Real time dashboards display completeness scores, pending approvals, and workflow status, allowing teams to focus on the tasks that matter most.

This efficiency translates directly into business outcomes: faster launches, higher data accuracy, and greater agility when expanding into new channels or markets.

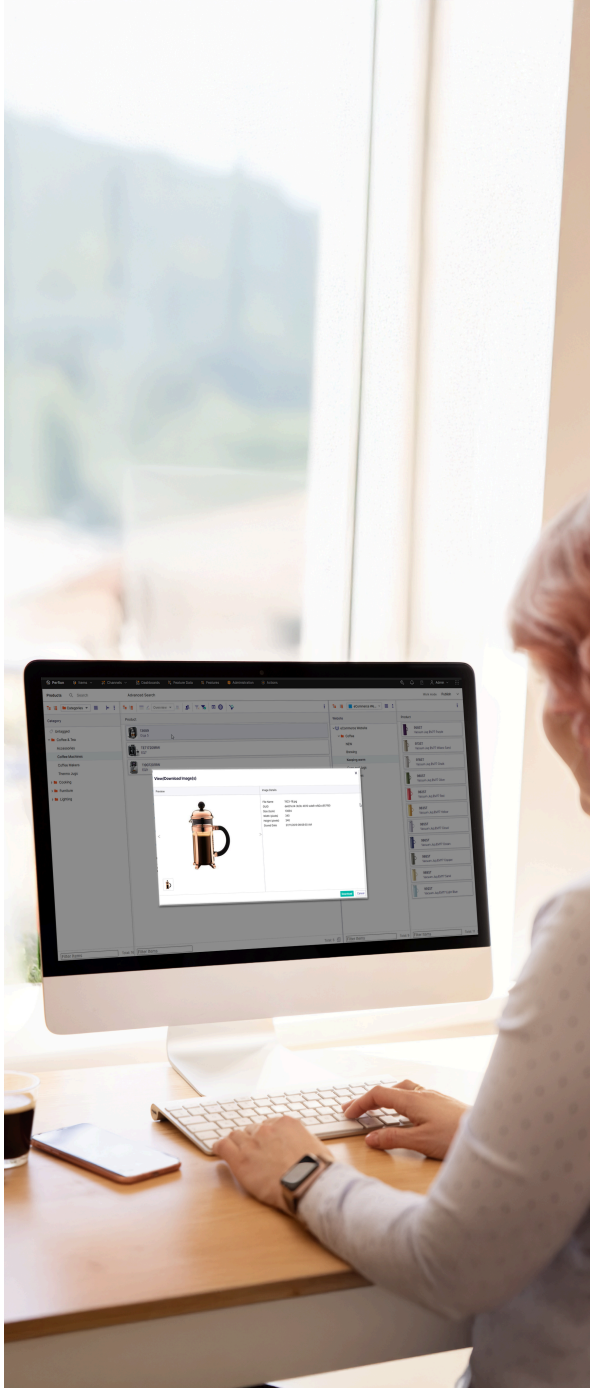
Supporting the full product lifecycle

Perfion does not stop at managing finished products. It supports every stage of the lifecycle from concept to market launch.

New product ideas can be captured early with preliminary data and enriched progressively as they move through design, engineering, and approval. Once a product is finalized, Perfion ensures seamless data handoff to ERP and marketing systems.

Built in workflows manage version control and approvals, providing traceability for compliance with industry standards or regulations. Teams across departments can collaborate confidently, knowing every change is recorded and every system is synchronized.

This end to end capability makes Perfion more than a data repository. It becomes a central workspace for product creation, enrichment, and launch coordination.



Simplifying publication and syndication

Perfion makes it simple to deliver consistent product content everywhere it is needed. With Perfion Print Publishing, companies can produce catalogs, datasheets, and price lists directly from live data. When product details change, updated materials can be regenerated instantly, ensuring all printed or PDF outputs stay accurate.

For digital channels, Perfion offers flexible syndication. Businesses can define assortments, categories, and attribute sets tailored to each target, whether it is a marketplace, partner, or regional website.

By automating both the creation and distribution of content, Perfion removes the bottlenecks that traditionally slow down product launches and marketing campaigns.

A standard solution with lasting compatibility

Perfion is delivered as standard software that stays standard. Unlike systems that embed customer specific code, Perfion keeps configurations, data models, and automations separate from the core solution.

This design ensures that every update is backward compatible, with no rework, redevelopment, or downtime. Companies can upgrade seamlessly to take advantage of new features while maintaining their unique setup and integrations.

It is the rare balance between flexibility and stability: the freedom to configure everything without sacrificing long term reliability.

Built for growth

Perfion PIM is ideal for organizations with 50 to 500 employees and annual revenue between 50 and 500 million USD. These companies are large enough to need structure and governance but agile enough to value configurability.

The Solution scales effortlessly, supporting multi company, multi language, and multi region operations. Its Microsoft based architecture connects naturally with Azure, Office, and Power BI, giving companies access to advanced analytics, automation, and AI extensions.

Whether expanding product lines, entering new markets, or increasing data volumes, Perfion grows with your business, not against it.



The Perfion advantage

Perfion combines enterprise level reliability with business user simplicity. Its deep ERP connectivity, flexible data model, and built in automation give it a unique position in the market.

Unlike traditional systems that rely on rigid structures and obscure integrations, Perfion puts control back into the hands of the business. Every workflow, data feed, and automation is visible, configurable, and maintainable without code.

The result is a solution that delivers both operational precision and strategic agility, a foundation that supports continuous growth and innovation.

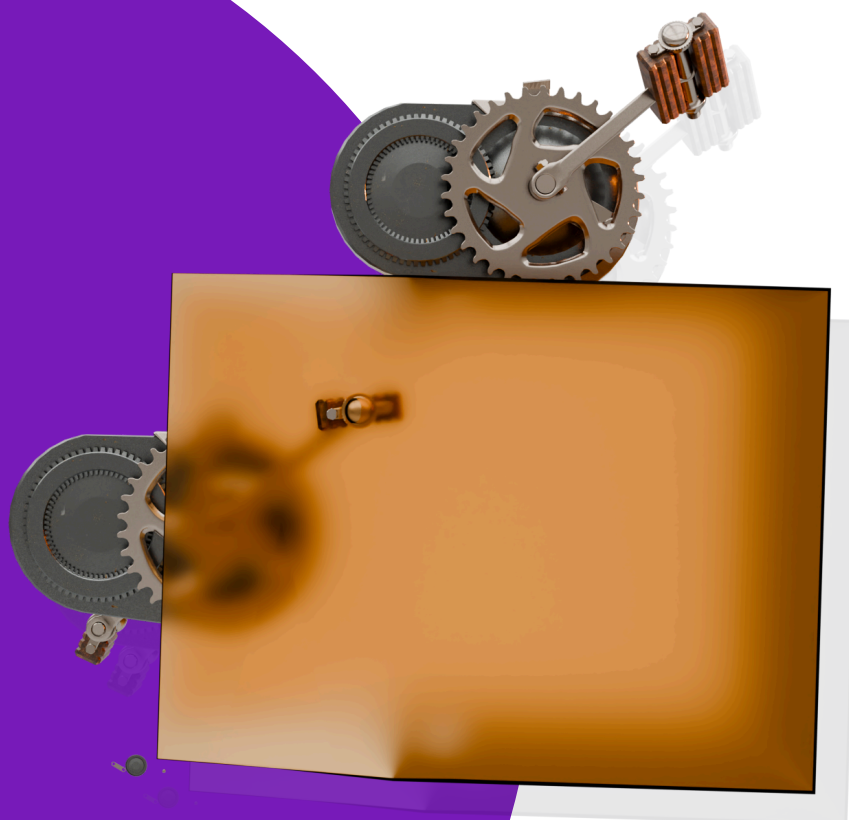
The strategic impact

Adopting Perfion transforms more than product data management. It transforms how teams work.

Product launches become faster because data flows automatically from concept to channel. Accuracy improves because validation and synchronization happen in real time. Operational costs drop as manual data handling disappears.

Partners and distributors receive structured, accurate information directly from the source, improving collaboration and eliminating friction.

Most importantly, organizations gain the ability to scale confidently. Perfion provides the data infrastructure that keeps complexity under control while enabling expansion into new categories, markets, and business models.





More than a system: a strategy

Perfion is not just software. It is a strategic enabler for data driven business. It connects systems, aligns teams, and ensures that every piece of product information, from a technical drawing to a marketing image, supports the same story of quality and accuracy.

By giving companies full visibility and control, Perfion helps them operate more efficiently today and build a stronger digital foundation for tomorrow.

Perfion PIM is how modern B2B enterprises Bring their Products to Life with clarity, control, and confidence.



Bring Your Products To Life

We are Boyum IT Solutions, a global software company that helps small and medium sized Manufacturers Bring their Products to Life! We support every stage of the product journey from the first idea to the final customer experience. Our focus is the entire Product Value Chain, going beyond the supply chain to help businesses create value, spark innovation and deliver products with clarity, efficiency and confidence. Our solutions connect people, data and processes across design, planning, production, quality, delivery and go to market.

We act as a trusted partner rather than a traditional software vendor. With deep domain expertise, a family oriented culture and reliable innovation, we guide partners and customers through real industry challenges. We play a strategic role in both the SAP Business One and Microsoft Dynamics Business Central ecosystems, co creating value and driving shared growth with our partners and customers.

For more than 28+ years we have been 100% partner driven. Today we support over 15,000+ customers together with more than 1,100+ partners in more than 130+ countries.

Our purpose, Bring Your Products to Life reflects who we are and what we deliver every day. Through human centric innovation and technology that works for people, we help businesses create products that make a meaningful difference in the world.





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