



# Georg Jensen A/S

Saves 75% of time spent on  
Catalog creation



GEORG JENSEN

Perfion

Product Information Management for DYNAMICS



*“Perfion fits as if it was tailored to our company. It suits our needs in a unique way, since we now have direct access to all of our product information, but also because it frees up valuable time to do more productive tasks.”*

*Nina Bræstrup,  
Marketing Manager  
Georg Jensen.*

Searching, assembling and aligning all of the information needed for a new catalog, quotation, pricelist, presentation, brochure, a product comparison etc. can be a time consuming process. Were you sure the data you found were correct, or did you have to double check several sources to feel confident.

Transactional information such as prices and inventories are typically well organized in your company’s ERP system. However, the real benefits and features of your products are typically unstructured and scattered across multiple sources such as different catalogs, technical datasheets, web pages, individual persons, quotations, comparisons, spreadsheets, and countless customized documents in multiple languages and versions.

Numerous people in your organization are involved in creating and recreating similar information time and time again.

### **Georg Jensen**

For Georg Jensen, these issues are fast becoming a thing of the past, following their investment in Perfion.

Georg Jensen is one of the best known global brands of luxurious jewelry, watches and gifts. They are represented in more than 12 countries, through their international retail network of more than 100 shops.

### **The Challenge**

At Georg Jensen, the annual production of their main pricelist catalog with several thousand item numbers and 2 additional news pricelists have been a growing challenge.

The catalogs contain descriptions, specific details as well as photos of their products - and of course prices. Furthermore it’s very important with a varied and engaging layout of the catalogs with unique placement and enhancement of selected items. Since Georg Jensen is an international company, all of their catalogs are created in 3 main languages and prices in 8 different currencies.

This makes it quite an involved production with many variables and variants. There are quite a few things to coordinate, and plenty of possibilities for errors when preparing currencies, languages and news through all steps of the process.

### **Saving at least 75 %**

Perfion has proven to be the perfect solution for us. Already the first year we have been able to free up 75 % of the time we used to spend internally in the pre production of our many catalog variants - which amounts to app. 125.000 \$ as opposed to a manual process. Now that the system has been used to produce the entire line of catalogs once, we expect to be able to free up even more time, perhaps as much as 95% compared to previously. This is a very noticeable improvement, which means that we are freeing up some of our most expensive resources to do new and more creative tasks, says Marketing Manager, Nina Bræstrup, Georg Jensen.

## Single Source of Truth for Product Information

Perfion simplifies the entire process. It can connect to all existing product information to take immediate advantage of this. It integrates 100 % with Microsoft Dynamics™. Furthermore it finally makes it possible, and even easy, to structure all of the valuable product information that is currently unstructured and typically scattered across multiple data sources.

“With Perfion it’s certain that the information found will be the most complete and latest version of the truth, and we now have easy access to all of our product information from a single central place”, says Nina Bræstrup.

## Zero Errors & Last Minute Changes

“We maintain all of our prices and financial data in Microsoft Dynamics™ AX, and it’s of incredible value to us that Perfion integrates directly to this data. This means that we can be certain that all the prices used in our pricelist catalogs are identical to those in our financial system. This is a great help to us, since it practically eliminates the entire proof reading process related to prices and other information which used to be a time consuming task. An extra benefit from this is that it makes it possible for us to make changes down to the last minute”, says Nina Bræstrup.

## Finished in one go

For our Product Managers it’s become a simple task of maintaining the existing product information and adding news. With its connection to prices and other information in Microsoft Dynamics™ AX, much of the catalog is already in place. Several proof reading cycles are now reduced to just one, which is much simpler than previously.

“This is a process that used to take us 2 months preparation internally, and another 2 weeks extra for proof reading, before printing could start. Now we can accomplish the entire proof reading process in house and on screen, and deliver the optimized output files to the printers.” says Nina Bræstrup.

## Countless Usages

“Next we will use Perfion as our gateway, to many other types of output, such as our web based electronic product archive which is being launched as we speak. We are also going to use the system to create more customized marketing material, targeted at more specific market segments. We’ve even started using Perfion to help us with internal reports that need to contain information that otherwise is very time consuming to assemble”, says Nina Bræstrup.

She envisions that all the product information on their official company web site will soon be updated automatically from Perfion, complete with photos, descriptions and specifications, in order to make it a more dynamic experience.

There are plenty of possibilities, and since the system is very easy to use, it’s really just a matter of using it as much as possible, Nina Bræstrup concludes.



## **You need PIM! Make sure that...**

A number of crucial observations about your product information are important to take into account in order to reach any real ROI.

### **✓ Single Version No Duplicates**

You must secure that information only lives in a single version. Maintaining the same information in more than one place causes errors and confusion about which version is correct. This means that a solution must be able to connect to other data sources (e.g. your ERP system) and use product data maintained here.

### **✓ Information Modeling**

You must be able to structure all of your currently unstructured product information. This means that the data model must be sufficiently flexible to handle all of your product features, descriptions, photos and files in all languages for all purposes.

### **✓ Easy & Efficient**

Thousands or even just hundreds of products require an efficient and responsive tool, and it must be easy to use.

### **✓ Share & Reuse**

You must be able to share and use all the product information for any existing and future purpose.

### **✓ Built to change**

Finally and perhaps most importantly the solution must be built to change. Your products are continually enhanced with new features, you add new product groups that are described differently or official or environmental requirements to data are imposed. A solution must be able to adapt to all of these changes without the need of programming - otherwise your expected return will end up being spent on continuous development of the solution to fit your changing needs.



## **Georg Jensen is saying...**

*“We chose Perfion since they fully understood our business and challenges, and because they were the only ones who could deliver a complete solution. The solution is simply outstanding, and when we need their help or advice they are always quick to respond”, Nina Bræstrup, Marketing Manager, Georg Jensen.*

## **Challenge our solution...**

Perfion develops and distributes the innovative Product Information Management application Perfion, that integrates 100% with Microsoft Dynamics™ NAV and AX ERP solutions.

Perfion is selling its products through an international network of partners. All partners are carefully selected and have a proven track record and know their clients' needs. Partners are trained and certified in our products and will be able to provide high-level guidance and service to ensure successful implementations.

For customers outside countries where we already have partners, Perfion will be happy to assist you until a partner in the specific region is available.

If you are interested in becoming a partner we would like to hear from you and inform you about our partner program.

Partner:

# **Perfion**

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