



***“Why Perfion
gives you the
highest ROI of all...”***

“Products are the foundation of your company, and hence the information about your products is fundamental to your success, and its availability and quality cannot be left up to luck”

Product Information Management



Why should they buy your products? ...do they know?

You need to be the best in your field, and even more important - your customers need to know it too. If you can't provide the best arguments for your products you will lose deals. If you provide wrong information it will cost you later in added expenses, customer dissatisfaction and lost future deals.

This means that any member of your team should be able to convey the right message about your products at any time in order to win. If you have any more than a few dozen product items this can be very complex and time consuming.

You have a lot of information, but is it easy to find the correct answer?

Transactional information such as prices and inventories are typically well organized in your company's ERP system. However, the bulk of your product information is usually stored on local desktops and files using dozens of different applications.

The real benefits and features of your products that provide value to your customers 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.



With Perfion its easy & very efficient

Single Source of Truth for Product Information

Perfion enables you to connect to all of your existing product information so you can immediately take advantage of this. It integrates completely with your ERP solution. 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 you can be sure that the information you find is the most complete and latest version of the truth.

Significant savings

Perfion will save you countless hours of work by eliminating time spent on finding, recreating, exposing and making sure that information is correct. Furthermore you will save on extra costs incurred by providing wrong information to customers.

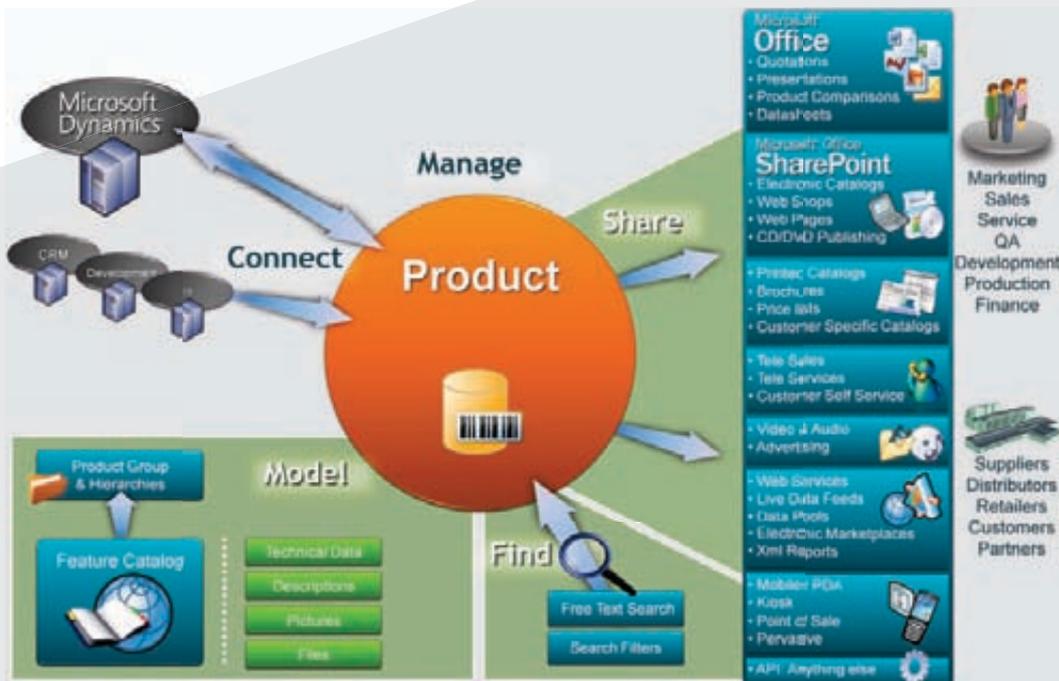
Perfion frees up your most valuable people for more productive and creative tasks, so they can do what they do best instead of being dragged down by tedious and repetitive tasks.

Improved Customer Service

With Perfion as the single source of truth for your product information you will be able to respond faster and more accurately to customer requests, leading to more satisfied customers, and increased sales. You can even expose information via the Internet to enable customer self service, to get exactly the information they want when they need it.

Faster Time to Market

Leveraging all of your product information in a central place will enable all of your people from Marketing, Sales, Design, Development, QA etc. to work together on up-to-date and perfectly coordinated product information as it changes or becomes available, effectively making it possible to get your products to market faster.





“Perfion fits as if it was tailored to our company. It suits our needs in a unique way, since we now have easy 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.

Your products are special?

Anything & Everything

Different types of products are described differently. Even similar products are described differently by competitors because of the need to differentiate. Perfion is a standard solution that can describe anything from screws to space rockets. All types of data - features, photos, descriptions, files etc. - in any language or representation can be easily modeled. Any, or even multiple, product hierarchies can be used simultaneously.

Furthermore Perfion enables you to manage detailed information about other entities related to your products (e.g. if your products were DVD Movies, this could be detailed information about the Actors). This means that Perfion can deliver the full and complete set of information you need to sell your products.

Fit for Change ...fit for the Future

Your products are continually enhanced. New product groups are introduced. Customers, Governmental or Environmental requirements to product data change. Everything changes!

Perfion is Built-to-Change. Via simple drag and drop you can extend your different types of products with new features. With Perfion you will be fit for the future as much as for today, ensuring that your investment does not burn up in continual development of new enhancements to cope with future requirements.

Up to date information! now its...

✓ Efficient

With Perfion it is finally easy to maintain huge amounts of product information in a simple and efficient manner. Information shared by many product variants is maintained via a hierarchy of shared data making it easy and efficient to keep all your product information up to date.

✓ Easy to use

Perfion is built by users for users. It is very easy to use. If you are familiar with Microsoft Office applications like Word and Outlook®, then you will be mastering Perfion in no time.

✓ Secure

Built-in security options make sure that only users with sufficient privileges can edit information relevant to their responsibilities.

✓ Accessible

Perfion is built using the highly productive Microsoft Windows® user interface. Yet you can still run it via the Internet and gather all the benefits of world wide accessibility and collaboration. Perfion delivers the best of both worlds, and is founded 100 % on Microsoft .NET technology.

✓ Fast to Implement

You can literally be up and running in minutes. Perfion is a 100% standard application with fast and easy installation wizards. Any existing data can be imported directly from Microsoft Excel files.

Could anyone else benefit? Capitalize on your information.

Using Perfon to bring together all your disparate product information to a central view, it becomes a breeze to share and use it for any purpose.

✓ Microsoft Dynamics™ NAV & AX

Perfon is 100% integrated with all of the Microsoft Dynamics™ NAV and AX solutions, and works directly with

live up-to-date ERP information, such as prices, inventories etc. You can even work directly with Perfon inside the Microsoft Dynamics™ applications, where you will be able to manage all the product information and dynamically create any number of product related brochures, datasheets etc. directly in printable PDF format.

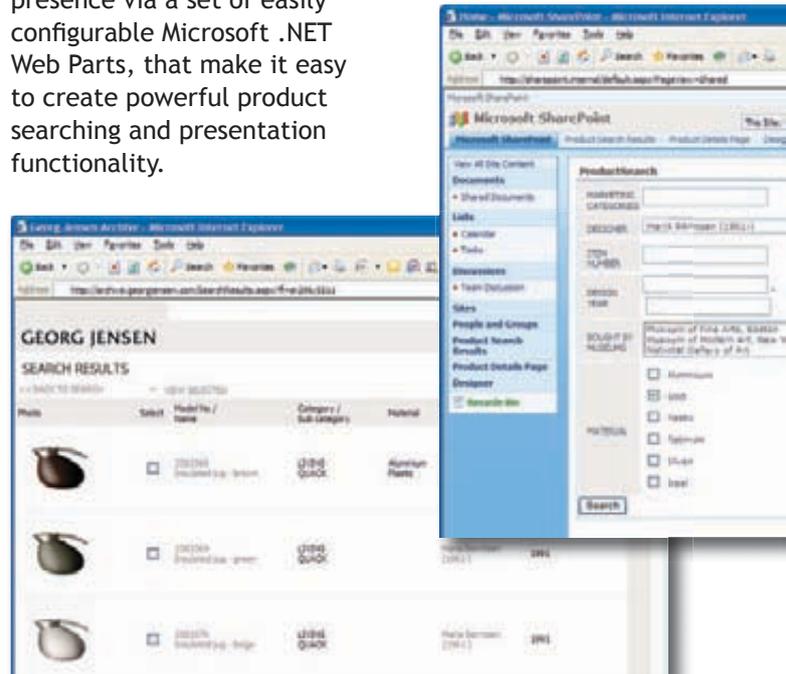
✓ Microsoft Office

Immediately reuse all your product information directly from within Microsoft Office applications when creating customer quotations, product comparisons or customized presentations. Via embedded search and selection panels,

you will be able to grab any product information from a single feature or photo to an entire table of information.

✓ Microsoft SharePoint® ...or Company Web Pages

Share your product information within Microsoft SharePoint® or fully integrated into your current web presence via a set of easily configurable Microsoft .NET Web Parts, that make it easy to create powerful product searching and presentation functionality.



✓ Image & File Server

Deliver all files and images over the Internet via a Web Server. Based on the original images, Perfon will automatically scale and manipulate up-to-date images upon request for your Web Pages, Shop or other purposes.

✓ Open Data API

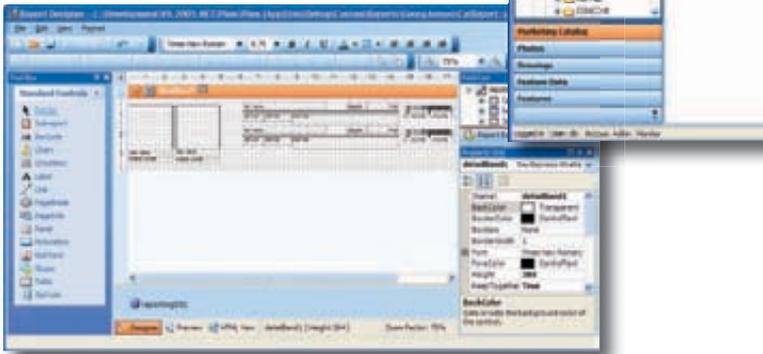
Perfon is a 100% open system. A very easy xml-based API, allows you to search for and retrieve all the information in real-time via a Web Service. This makes it possible to build customized applications that extend functionality or reuse information for any imaginable purpose, such as enhanced product information for your Web CMS or E-commerce.

✓ Data Exchange & Classification

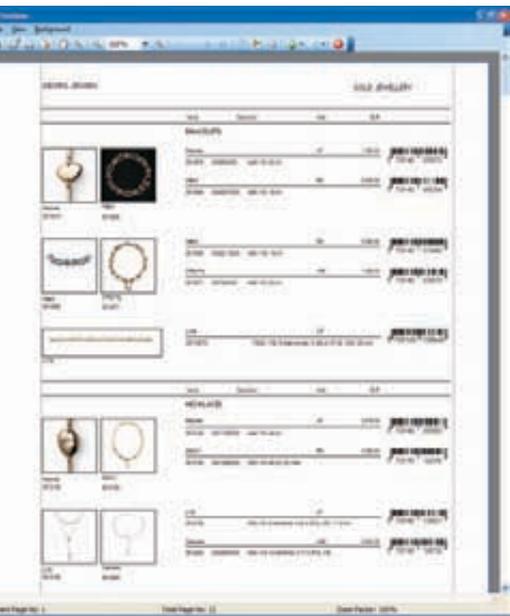
Since any data can be modeled and any number of product hierarchies can be maintained, preparation and alignment of all your product information with external partners, market places, data pools and various standardization initiatives becomes very simple.

✓ Printed Catalogs

With its built-in catalog management functionality, Perfion makes it a breeze to create and organize all of your catalogs. You can even take full control over both the ordering and layout of all individual catalog sections and product items.



Generate catalogs automatically with relevant items, in desired languages, with chosen price variants, for specific customers in many different formats such as Adobe's PDF format, web HTML & MHT formats, Microsoft Excel®, RTF (Rich Text format), as well as a number of different image formats like TIFF, PNG, JPEG etc.



"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, and it makes it possible for us to make changes down to the last minute",
Nina Bræstrup,
Marketing Manager,
Georg Jensen.

You may also use professional design applications, such as Adobe InDesign®, QuarkXPress® or InBetween. Simply export all of the catalog sections & product items correctly organized and arranged in xml-format, as well as a number of other formats.

Model the Structures

With Perfion you model your product features in the same way as you think of them. You can focus on being the master of your products rather than of database technology.

Create any feature

Using one simple dialog you can create;

- any imaginable feature
- an unlimited number of features such as numbers, texts, dates, images or all other files
- Remote features that link directly to data from other data sources.



Features can be defined to behave exactly as needed. To define the weight of a product you need a simple number. For a product of type movie, you need to associate multiple actors in individual order. For categories you will most likely need the information in a hierarchy. Some of the information may need to be translated into other languages. Everything is possible.

Integrates directly with your ERP

Reuse all existing information in your ERP system, by simple definition of a remote feature that links directly to whatever information you need.

Price Variants

Easily integrate directly to variable information, such as price variants for different currencies, customers, customer groups etc.

Extend features

Features can be coupled with categories or other features via simple drag and drop, making the information modeling both simple and intuitive yet infinitely flexible to handle the description of anything from simple to the most complex product structures. New features are immediately available and usable on management forms, catalogs, reports, web pages etc. No programming required.



Master the Information

Easily manage your Information

Product items can be grouped into many different categories. Indeed it's possible to group items by any desired feature or even multiple features.

Always up-to-date

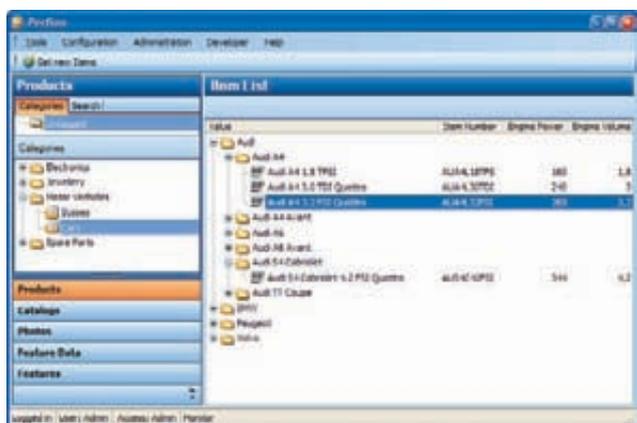
An item can appear in many views. No matter where an item is edited - in a category, a catalog or in any other hierarchy - all changes are reflected everywhere to ensure consistency.

All information about an item can be accessed and managed from a single dialog in Perfion or directly from within Microsoft Dynamics™. The information is divided into relevant groups, and several language variants can be maintained from the same dialog.

The data is edited using simple & intuitive controls, from simple fields to more advanced hierarchically organized lists of data and images added or selected via quick popup selectors, editors, etc.

Product Series & Variants

With Perfion it's a breeze to keep information about variants up-to-date. Data can be managed at multiple levels and shared among all the variants, so you only have to update shared information in one place.



Branding

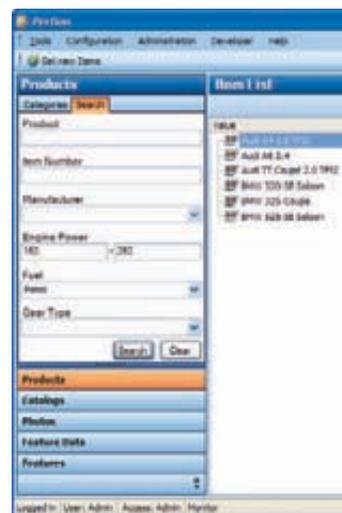
Sometimes the same product items require different data for different purposes, i.e. the items must be branded differently. This is handled by creating derived brand items to hold feature data specific to the particular purpose. E.g. the same item should be presented differently in 2 different catalogs. Or a product may have more than 1 use and depending on its application it must be described differently. E.g. the same auto spare parts may be used for different car models, and the information about the parts depends on the car model the parts are to be used for.

Multi Media Asset Management

Images, Video, Audio and all other files can be stored and organized in Perfion. Any number of special purpose media libraries can be created and configured. Only original images need to be stored, since Perfion automatically delivers scaled down or manipulated images upon request.

Search Filters

Create powerful filters that enable you to search for any desired feature of a product. Create filters that automatically adapt to the information, or create completely custom filters, by simple drag & drop of features to the filter design, to update the Perfion application, or your Web Page functionality.



Customizable Application

Use the built-in Section designer to build a completely unique user application, that only contains sections and information that are relevant to specific groups of users. You could for example configure an application for the Customer Service department that only exposes a search filter to search for products, and furthermore only provides read access to a limited part of the product information.

Import & Update

Information about your products or other related data, can easily be imported into Perfion or updated via external data files such as Microsoft Excel, making it possible to consume updated information from partners or structure all your existing information very fast.

Extensibility

For ultimate control Perfion can be extended via Plugins, allowing you to manipulate data and extend the application.

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.

What customers are 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 with your ERP solution.

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

www.perfion.com - info@perfion.com

Niels Jernes Vej 8 - DK-9220 Aalborg - Denmark - Phone: +45 70 26 26 80 - Fax: +45 70 26 26 81
Haferweg 26 - D-22769 Hamburg - Germany - Phone: +49 40 22816629-0
Philadelphia, PA - USA - Phone: +1 267 549 8690