



Product data updates automatically and simultaneously everywhere

"With Perfion, the quality of the information will increase. We will also be able to bring new products to market faster and reduce the time required for gathering data."

"Perfion will become the central hub of all our product and item data"



Ronny Scholz
Commercial Director
erfal GmbH & Co. KG

At erfal, the German manufacturer of high-quality privacy and sun protection products, insect protection systems as well as curtain rods and rails, double data maintenance will soon be a thing of the past. In the near future, a new PIM solution will form the product data base of different areas of the new website and ensure updated and consistent product data everywhere.

Challenge

The basis for the decision to implement a PIM system were the requirements given by a new website and webshop, created for the company's specialist retailers.

As for many other companies, managing and updating product data has been a permanent challenge for erfal. Previously, product information and images were stored in several, individual data sources. Due to the growing assortment, it became too time-consuming to keep information consistent everywhere. A future-proof solution for optimal product data management was required.

Solution & Benefits

Erfal found the right solution in the Perfion PIM system, a 100% standard application for Product Information Management where all kinds of product information can be stored and maintained, including texts, images, videos and other files.



Perfion integrates with erfal's ERP system Microsoft Dynamics AX 2012, the new OXID eSales eCommerce solution, and the SIX web CMS. This makes it possible to handle all product data through one single data base – Perfion – and, when necessary, update product data automatically and simultaneously in all output channels.

The Perfion system forms the four-language product data base for the web presence. In future, erfal will also create sales catalogs with help from Perfion.



Ronny Scholz, Commercial Director at erfal GmbH & Co. KG tells about the Perfion solution:

"Perfion will become the central hub of all our product and item data. Website and Webshop use this data. Because of Perfion's integration with our ERP system, our employees can quickly access all product information, such as descriptions, images or certificates"

About erfal

For more than 30 years, erfal has been supplying sun protection and insect screen products as well as curtain rods and rails to specialist interior and sun protection retailers.

Today, more than 5,300 business partners from the entire German-speaking area and the neighboring European countries are building on the power of the modern company. erfal offers tailor-made products and expert advice – and the shortest delivery times. To have the best service and customer satisfaction is the highest goal of the approx. 400 employees. Maintaining a constant focus on current trends, erfal stands for high quality Made in Germany, customer-oriented actions and continuous development.

www.erfal.de

Über Perfion

Perfion ist eine 100% Standardlösung zum Produktinformationsmanagement (PIM) für Unternehmen mit einer komplexen Produktstruktur oder Bedarf an mehrsprachiger Kommunikation über mehrere Kanäle. Mit Perfion erhalten Sie eine zentrale, vertrauenswürdige Quelle für Produktinformationen, die Ihnen die Steuerung aller Produktdaten ermöglicht, wo auch immer diese eingesetzt werden. Perfions dokumentierte Rentabilitätsschwelle liegt unter einem Jahr.