



Exalto now has one Single Source of Truth for Product Information

“The best about Perfion PIM is the way it is configurable and how easy it is to do this. The 100% seamless integration between Perfion, Dynamics NAV and Sana Commerce was exactly what we wanted. Perfion has made us able to structure product information and make it available for everyone”



Marcel de Groot
Business Unit Manager Parts
Exalto B.V.

Challenge

In the past, Exalto, the Dutch technical wholesaler for marine equipment, had a real challenge to keep the latest information at hand and make it available to customers. Product information was stored in many ways and locations, i.e. in PDF and Excel files, in brochures from suppliers and in digital form on the network.

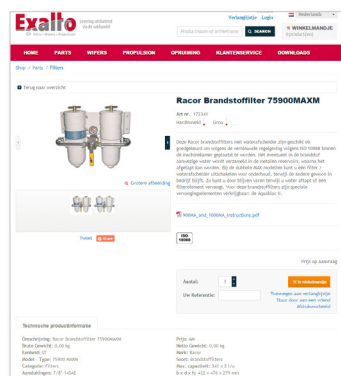
Both end users and employees tended to store their own information as hard copy or digital to make it ready accessible. This made it very hard to determine which source contained the latest update.

Another challenge was that Exalto created their website and catalogs with a system that was not very flexible. If fields needed to be changed or added, it was always necessary to involve an external partner, which was quite time consuming.

Solution & Benefits

Exalto's main reason for choosing the Perfion Product Information Management system was its seamless integration with the Dynamics NAV ERP and the Sana Commerce webshop platform. Because all these systems are working together, Exalto does not have to maintain double data anymore. Product data can be reached, managed and distributed to all output channels from one Single Source of Truth: the Perfion PIM solution.

Current product data (descriptions, images, specifications, technical data, fact sheets) is exported from Perfion to the eCommerce website - and InDesign catalogs are generated from Perfion as well.



Perfion feeds Exalto's eCommerce website and catalog pages with current product data and images



In the future, also labels and manuals will be created with data from the Perfon PIM system, and everything will be made available in more languages.

Exalto has a very wide product range including 15.000 products and the products are often changed. As product lifecycles are constantly getting shorter, it is a great advantage to be able to make these changes fast. With Perfon, Exalto's own employees can easily maintain all product data, add new fields or make other modifications themselves. The PIM system is extremely configurable to the company's own needs and no external specialists are needed any longer.

Another advantage is that everyone has now access to the same updated product data at all times.

With Perfon, Exalto has got one place for all product information, ensuring that the data in the webshop is always the same as in the catalogs. Perfon has helped Exalto to structure information and make current information available everywhere. Without the PIM system, this had not been possible.

About Exalto

Exalto B.V. is a Dutch technical wholesaler for marine equipment, selling in more than 14 different markets. The Exalto Group has 3 business units:

- Parts: Wholesale offering a complete range of quality marine products.
- Wipers: Development and assembly of Exalto wipers for marine and rail applications.
- Propulsion: Development and production of bearings and complete propulsion systems.

www.exalto.com

About Perfon

Perfon is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfon you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfon has a documented return on investment of less than a year.