Data inheritance saves us huge amounts of time

"The best thing about Perfion is the inheritance functionality. When we create a new product, we only have to fill in four data fields. The rest of the information is already given automatically through inheritance. It saves us huge amounts of time not having to re-enter all data from scratch every time"

Marc Aron Bøgh Barnholdt
IT Manager
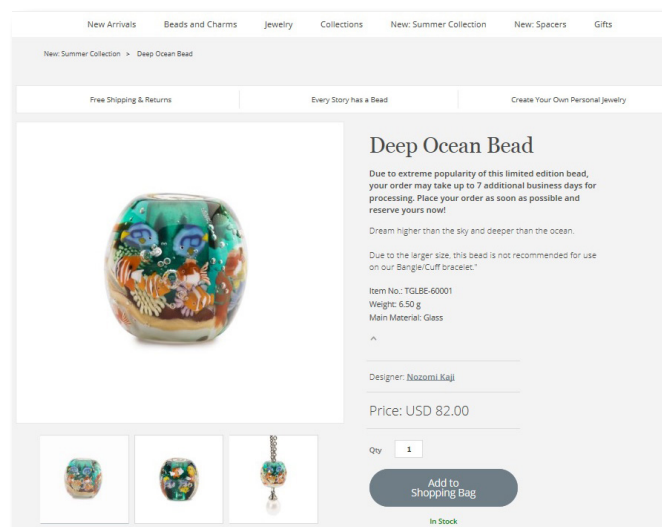Trollbeads A/S

Challenge

Previously, the jewelry manufacturer Trollbeads maintained product information in various places: Excel sheets, web platforms and Microsoft Dynamics NAV. There were no specific requirements for master data. Consequently, information was often lacking in the ERP system.

Data was enriched where it was used and the information was available, but it was a big challenge to gather it and create an overview, e.g. for reporting purposes.

Solution & Benefits

Today, Trollbeads creates and maintains product master data directly via the Perfion PIM system, where all other product information is also stored. Furthermore, translations into 20 different languages and prices in 23 currencies are managed from here.

From Perfion, product information (such as items, categories, related products) is automatically pushed to Trollbeads' B2B and B2C webshops, which are built on the eCommerce platforms Microsoft Commerce Server and Demandware, as well as to five different Dynamics NAV ERP installations, maintained by the company for itself and its subsidiaries.

At Trollbeads, the Perfion PIM system automatically pushes all product information to the B2B and B2C webshops

The five ERP systems receive different information - some get one price, while others get another, and not all of them receive the same translations, etc. Everything is automatically managed via Perfion.

Trollbeads develops new products in Perfion right from the outset. The whole process before a new product is released to distributors and retailers is now running strictly because Perfion provides a perfect overview of a product's entire life cycle.

Inheritance and language support save time
The strong inheritance functionality makes Perfion especially suitable for Trollbeads' needs. Trollbeads are grouping products in many ways - for example by brand, product group, price group and material. The ability to define inheritance rules in Perfion is a great time saver when new products are created in a group, as the product automatically "inherits" the data common to all products in the group. The remaining specific data is quickly entered.

Trollbeads also benefits greatly from the fact that Perfion supports all languages. This makes it easy to maintain translations in the company's 20 different language versions.

Another plus is that also subsidiaries and distributors have access to create products in Perfion because each user's rights are easily defined.

Growth without additional resources
Trollbeads' IT Manager, Marc Aron Bøgh Barnholdt, has no doubts about the benefits of installing a central PIM system:

"From being 50 employees to be supported from the head office, we have grown to be 150 to 200 employees without needing more logistics and IT resources. A variety of changes, new initiatives and the implementation of Perfion has made it easier to get the work done. Actually, the working hours saved – and the fact that we now have control of our master data – have alone been worth the investment"

About Trollbeads
Trollbeads jewelry includes beads, bracelets, necklaces, earrings, and rings. The jewelry lets you tell your own personal story. The name Trollbeads refers to the first beads which resembled troll faces and were designed by Søren Nielsen in 1976.

Today you will find Trollbeads in more than 50 countries. Søren Nielsen's family is still designing new beads together with more than 50 internationally acknowledged designers. The collection now contains more than 600 different beads – each with it's own unique story and design.

www.trollbeads.com

About Perfion
Perfion 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 Perfion you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfion has a documented return on investment of less than a year.

Perfion