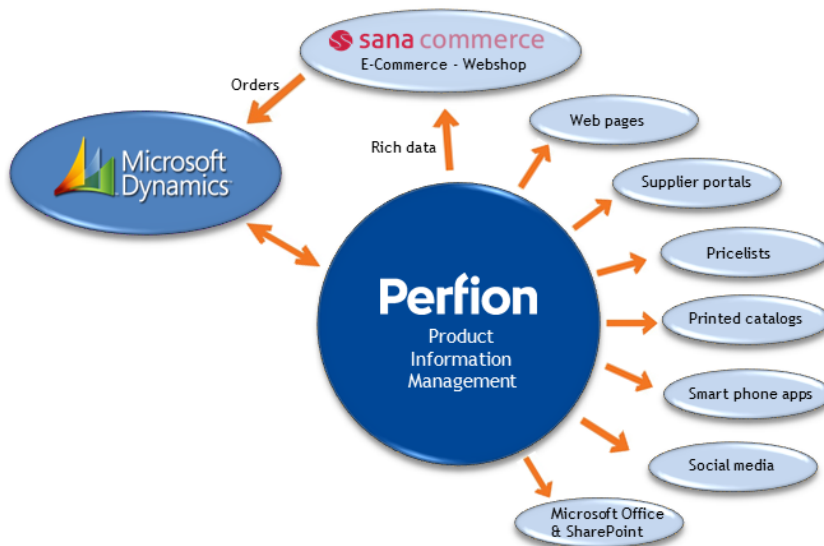


**PERFION & SANA CONNECTION MAKES YOUR OUT-OF-THE-BOX WEBSHOP BURST WITH VALUABLE PRODUCT INFORMATION**

Web shops with good and comprehensive product descriptions convert visitors to buyers much better than shops without. Using PIM as the foundation for your e-commerce platform ensures high quality content. Besides, ROI is even higher in a B2B setting, where business customers are supported 24/7 with product sheets and brochures. In short, business (master) data is managed in Dynamics. While Perfion adds product information to that, Sana takes care of the online publication and ordering.

**Perfion**

**sana**



*The combination of Sana Commerce and Perfion results in a very strong standard solution: An amazing webshop, bursting with valuable information (images, descriptions, technical specifications, PDF files, brochures) to convince customers to buy products.*

*With Perfion Product Information Management you also get one single source of truth for all your other various marketing channels.*

**HOW DO E-COMMERCE USERS BENEFIT FROM THE PERFION & SANA CONNECTION?**

The Sana Commerce webshop system and the Perfion Product Information Management PIM solution integrate completely into Microsoft Dynamics AX and Microsoft Dynamics NAV and both Sana and Perfion are completely focused on developing extremely user friendly “plug & play” standard solutions, ensuring really good value for money.

The combination of Sana Commerce and Perfion results in a very strong standard solution: An amazing webshop, bursting with valuable information (images, descriptions, technical specifications, PDF files, brochures) to convince customers to buy products.

The strong customer demand for the existing Sana Commerce and Perfion PIM standard solutions made the development of a standard Connector between the two systems almost inevitable.

**THE SANA-PERFION CONNECTOR**

With the specially developed Perfion & Sana Connector, you can easily re-use your single source of truth for product information to an online storefront. This way, the content of e.g. catalog brochures, fact



## PERFION & SANA CONNECTION

sheets, pricelists etc. can easily be published online while being ordered as well: Your transaction based data, such as prices, inventories etc., is managed within Dynamics.

### PERFION PIM AND SANA COMMERCE - THE BEST OF TWO WORLDS

Perfion is the 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.

Sana Commerce is the integrated real-time e-Commerce solution for Microsoft Dynamics NAV and AX and offers an out-of-the-box web store that processes orders 24/7, provides accurate order and inventory information and supports your sales agents on the road with the mobile app.

### FULLY INTEGRATED WITH DYNAMICS

Both companies take your Dynamics business information as the starting point. From the beginning, the online storefront of Sana has been designed and developed to be 100% integrated with Dynamics and to use its business logic and information whenever needed. Sana not simply connects to Dynamics - part of it is installed within Dynamics, to ensure the tightest cooperation possible. In addition, Perfion also integrates 100% into Microsoft Dynamics NAV and AX.

### ADVANTAGES

<b>Productive</b>	Re-use of your product information to online storefront
<b>Efficient</b>	Save time by using single source of truth
<b>Experienced</b>	Two leading players in e-Commerce and PIM industry
<b>100% integrated</b>	Your Dynamics business information as the starting point, fully integrated

#### 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.