



Perfion is Mack & Schühle's source of information for all channels

"We have taken a new path with Perfion. Perfion has become our leading product data management system. Products, brands, quality data, workflows – everything lives in Perfion. In addition, Perfion provides a very good information base for the electronic business."



Markus Allgaier
Board of Finance and Organization
Mack & Schühle AG

Mack & Schühle AG is one of the largest distributors of wine and spirits in the Central European region. The company sells international brands as well as tailor-made private labels for the food retail and specialist trade, the catering trade, wholesalers, and discount stores.

Challenge

As all other wine merchants, Mack & Schühle has a myriad of different product data (descriptions, images, brands, certifications, manufacturers, brands, etc.). The data was stored in different systems and data sources, and it was a big challenge to keep it updated on all sales and marketing platforms.

Solution & Benefits

Perfion, the 100% standard application for Product Information Management, quickly convinced Mack & Schühle. The three key criteria for choosing Perfion were:

- The easy handling of the system
- Its flexible adaptability to any needs
- The employees would be able to work independently with Perfion in a very short time

With the Perfion PIM system, Mack & Schühle now has a central, trusted source of information for all product data, which they use across all marketing and distribution channels:

- Perfion is fully integrated with the Microsoft Dynamics NAV ERP system and the Magento e-commerce platform and serves as a centralized manager of all product and brand information
- The updated data from the PIM system is published on online websites and in online shops
- Catalogs, product data sheets and price lists are created with Perfion's built-in Report Designer. The catalog production has been significantly simplified by the complete integration of the PIM system with Adobe InDesign, and the production time of the catalog has been noticeably shortened. Changes can be made up to the last minute

- The employees handle release updates and changes in the data modeling themselves without having to resort to external service providers

Centralized management of product data has significantly improved data quality and increased productivity by simplifying data maintenance. Today, Mack & Schühle can work with data of the extensive range much easier.

About Mack & Schühle

Mack & Schühle AG deals in wine and spirits and is much more than just a trading company. It sees itself as a comprehensive partner for suppliers and retailers - from the procurement of goods and efficient and customized logistics solutions to comprehensive advertising and sales concepts. International partnerships and participations ensure proximity to the product and complete the image.

www.mack-schuehle.com
www.weinwelt.de



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.