



# Perfion & Umbraco

Product Information Management for Umbraco CMS with  
Best-of-breed PIM plug-in to Umbraco

# Enhance your website presence with Perfion and Umbraco

With the standard, out-of-the-box Perfion PIM plug-in to Umbraco, you can use the existing product information in your Perfion PIM directly on your Umbraco pages:

- No delays
- No import or export of data
- No hassle

The plug-in supports Umbraco CMS, Umbraco Cloud and Umbraco Heartcore.

Transaction based data, such as prices, inventory etc., stay in your ERP, but can also be managed through Perfion.

*"Perfion makes it possible to handle complex product information in many languages and to different sectors in a very easy and efficient way."*

Shane Duff, Marketing Manager  
Vikan A/S

## Product data in Umbraco is always updated and searchable

By serving as a Single Source of Truth, Perfion makes it simple to enhance your website presence with much more real-time product information.

You can model your product features in Perfion via simple drag and drop and make them available on your Umbraco websites immediately - no coding required.

### Advanced search and filtering

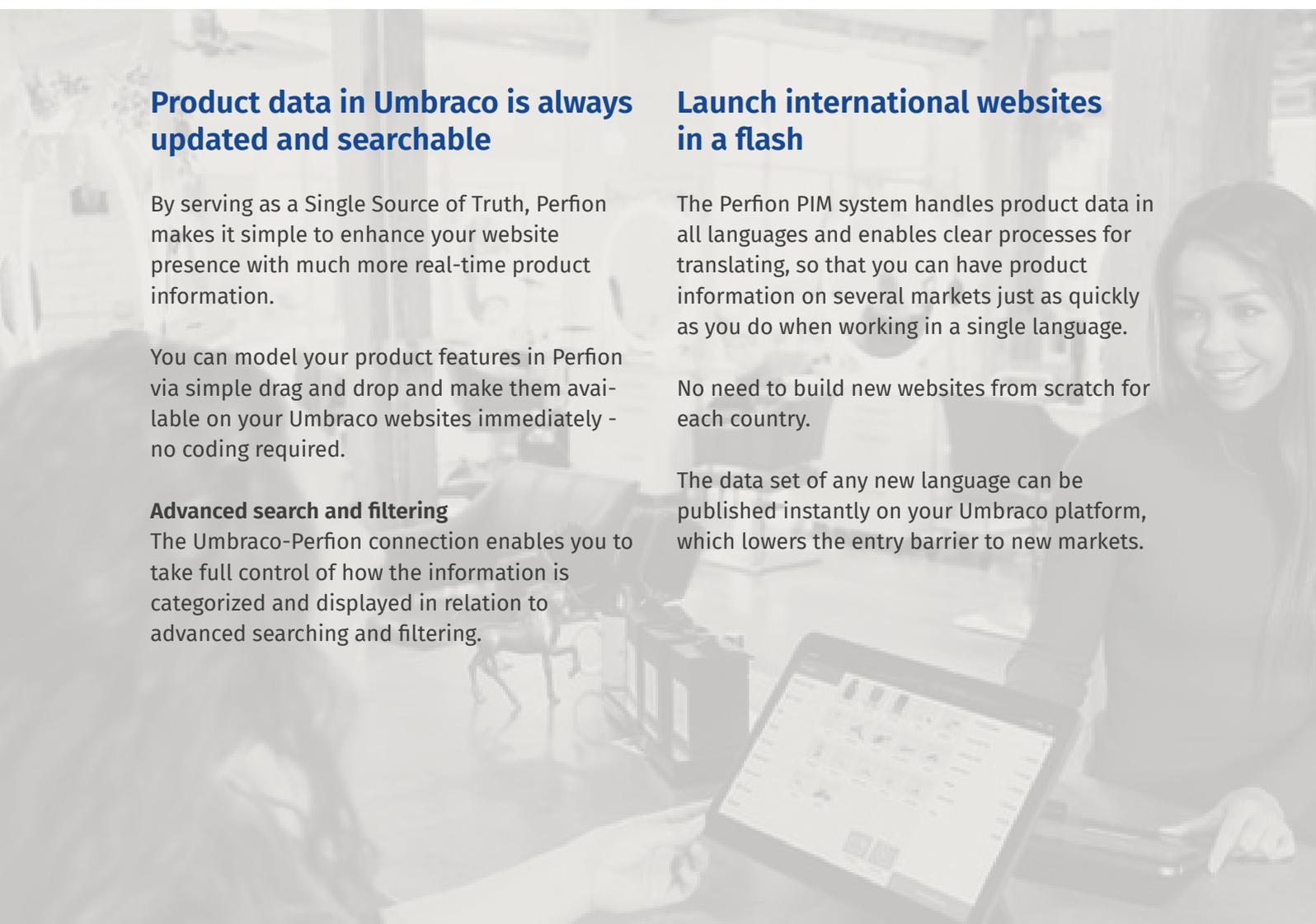
The Umbraco-Perfion connection enables you to take full control of how the information is categorized and displayed in relation to advanced searching and filtering.

## Launch international websites in a flash

The Perfion PIM system handles product data in all languages and enables clear processes for translating, so that you can have product information on several markets just as quickly as you do when working in a single language.

No need to build new websites from scratch for each country.

The data set of any new language can be published instantly on your Umbraco platform, which lowers the entry barrier to new markets.



# Perfion, Umbraco and your ERP for a perfect website experience



## Five major advantages of handling product data for Umbraco in the Perfion PIM system

### Single Source of Truth

Take full control by handling all product information maintenance from one place for Umbraco - and all your other channels.

### Always real-time data in Umbraco

Ensure real-time product information in Umbraco due to a dynamic data flow directly from Perfion.

### Limitless product feature modeling

Model product features in Perfion via simple drag and drop and make them available on your Umbraco website immediately - no coding required.

### Enables international growth

Expand your business to new markets by simply adding new language layers.

### Lowers Time-to-Market

Significantly reduce your products' time-to-market and boost competitiveness.

# Perfion PIM and Umbraco – Two best-of-breed solutions

Both Umbraco and Perfion are completely focused on developing extremely user-friendly “plug & play” standard solutions, ensuring really good value for money.

**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.

**Umbraco** is one of the most deployed Web Content Management Systems. It's in the top five most popular server applications, and among the ten most popular open-source tools.



## Why the Perfion-Umbraco connection makes online publishing straightforward

The Perfion PIM solution integrates into Umbraco CMS and your ERP. This means that data from ERP and Perfion can be used in conjunction with Umbraco to generate websites with content which is updated real-time.

### In short:

- » Business master data is stored in the ERP
- » Perfion adds all other product information
- » From Perfion, product information - including ERP data - flows directly to Umbraco CMS
- » Umbraco handles the online publication



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