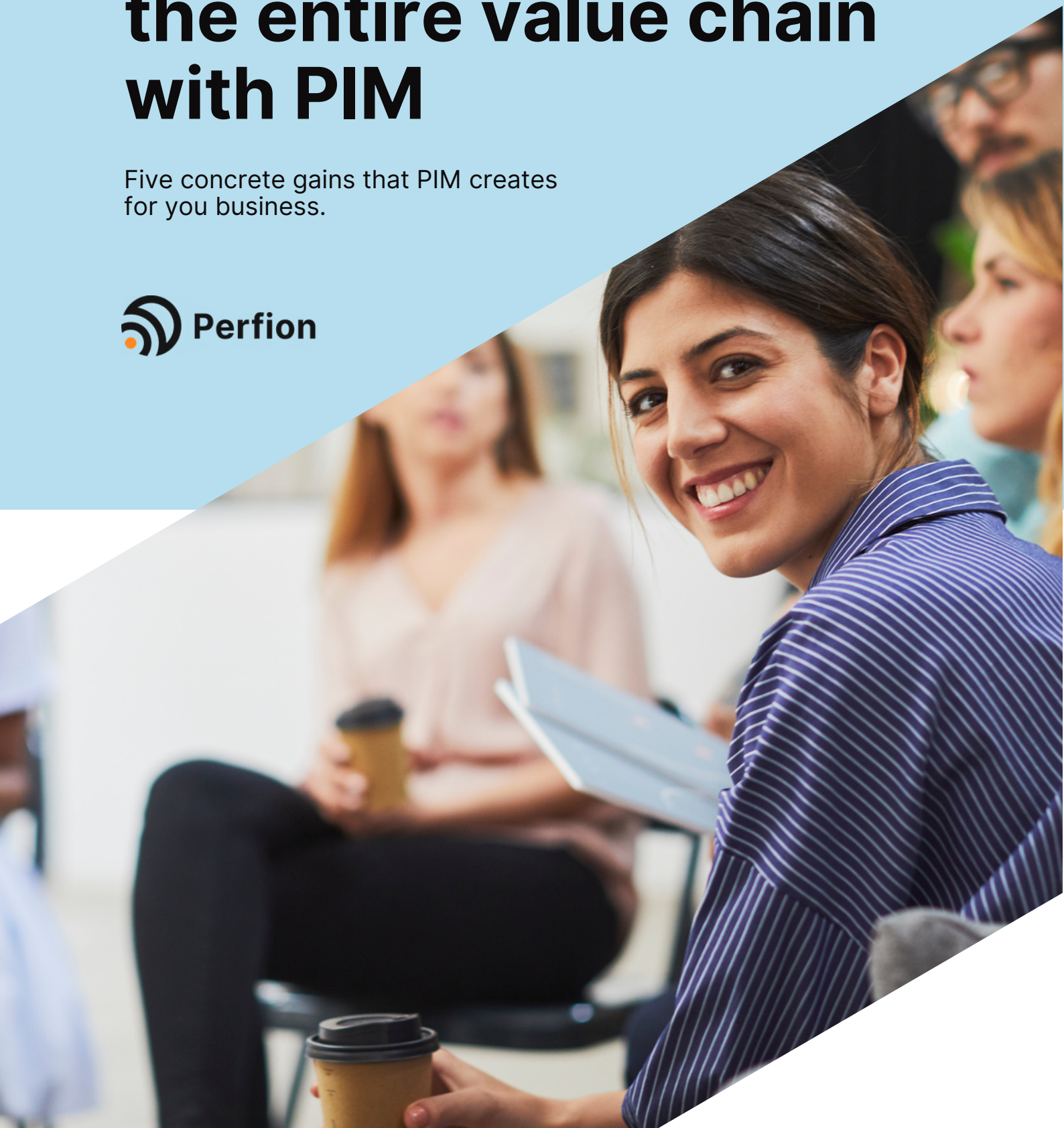


How to optimize the entire value chain with PIM

Five concrete gains that PIM creates for you business.



A PIM system creates value throughout the business

A PIM system? That's really something you need if you work with e-commerce.

Product Information Management (PIM) systems are often closely linked to e-commerce, and it is also true that a PIM system is almost indispensable if e-commerce is an important part of the business.

However, the great emphasis on e-commerce sometimes overshadows the value that a PIM system creates in other parts of the business, which is the system's greatest power: establishing a "single source of truth" for product data, which can optimize all the company's processes that involve product data.

Therefore, in this whitepaper we will focus on how to utilize the PIM system as a motor for a number of business value chain optimizations, and on the concrete gains you can attain in product development, procurement, manufacturing, marketing, sales and after-market services





Effective data enrichment in the company – how-to guide

It is called a value chain for a reason. One link is connected to the next, and it is precisely the connection that creates the value. Nonetheless, in many companies, there is a lack of consistency in working with products and product information, meaning that the data is not efficiently transmitted from link to link.

In the case of a manufacturing company, the product will start off in a product development department. This is the birthplace of the first data, which will typically reside in a dedicated product development system. A little data will then be put into the ERP system, and Procurement will extract it, work on it and enrich it as needed.

When Marketing and Sales come into the picture, the procedure is the same. At this point, sales may need information that Product Development has had with from the start, but has not been shared and therefore Sales has to find the data themselves. Every function works with product data in its own fragmented systems – often in Excel spreadsheets – increasing the risk of duplication and error.

The sooner the data is made easily accessible common knowledge, the greater value it has. This is where the PIM system, as the common reference point, ensures that the next link in the chain can rely on the previous link's work, instead of having to reinvent the wheel.

Get the picture with shared effort

The PIM system is central to the equation, but it is the processes around the work that really create value.

It can be overwhelming to change the entire company's data enrichment processes, but the gains justify the effort.

The first step is to get an overview, which is a valuable exercise in itself.

Gather representatives of the company's departments in a workshop, and start with a joint effort to get a picture of how each department accesses and enriches product information. By asking in the following way, you can create a picture of the processes affecting product information:

- "Who gets the product after me?" When an employee takes an action related to product data, write it in a box and draw a line to the next action. This will give you a picture of the overall workflow.
- "How do you get there?" This will show you if there are more people involved than initially thought and how the information gets to the next link.
- "Who will really get the job next time?" This will show if other people than first assumed actually get the assignment.



Optimized processes and collaboration with PIM

A Product Information Management (PIM) system brings structure, speed, and clarity to product-related workflows. When launching a new product or managing existing ones, all essential information—such as measurements, pricing, color options, and technical specifications—is gathered in one central location. This makes it easy to access and update information instantly without needing to chase down details from various departments.

With a PIM system, teams can simply search for a product and find everything they need under clearly labeled tabs, such as “Measurements,” “General Information,” or “Technical Specifications.” This not only improves efficiency but also supports accuracy across teams. It empowers departments to work more independently and focus on their core tasks, knowing that the product data they rely on is reliable, current, and accessible at any time.

Overall, a PIM system enhances collaboration, reduces unnecessary steps, and creates a much smoother experience when dealing with product information—whether it’s for development, marketing, or customer service.



Overview is the way to quick wins

In the process of getting a picture of the product’s life cycle, you will most likely be surprised at how many different employees actually need to access and work with product data.

The overview you now have will allow you to easily achieve gains through small adjustments to your processes. By making the PIM system use a central part of the company’s internal processes, you enable all the employees involved to work more efficiently and avoid reproduction of efforts. Overall, you will be freeing up significant resources that can be applied to more value-creating activities.

How a PIM System Adds Value Across the Product Value Chain

A Product Information Management (PIM) system like Perfion brings measurable improvements across every key stage of the Product Value Chain. From the first idea to the final market launch, here's how PIM drives value at each step:

1. Innovation

Set the foundation for scalable product development

In the early stages of product innovation, PIM supports concept creation by centralizing all relevant product data in one system.

- Store and organize evolving technical specs, documentation, and component data.
- Allow product teams and marketing to collaborate early using real-time, shared information.
- Prevent cluttering operational systems like ERP with unfinalized data.

This setup accelerates innovation while maintaining flexibility and control.

2. Production

Make product information production-ready

During the transition from development to manufacturing, PIM ensures that all production-critical information is complete, consistent, and accessible.

- Easily link related data such as component relationships, packaging, or assembly instructions.
- Provide production teams with a clear, current view of the product's structure and variations.
- Enable real-time updates that reflect across all production documents and materials.

This minimizes miscommunication and supports on-time, on-spec manufacturing.

3. Quality

Strengthen data accuracy and support compliance

Product quality doesn't stop at the production line — it's also about delivering the right information, consistently.

- Keep product attributes and technical data aligned across channels and teams.
- Ensure that documentation like safety data sheets or care instructions is accurate and up to date.
- Use automated rules and workflows to validate required product data fields.

With all product data centralized and maintained in one place, PIM helps avoid errors that lead to customer dissatisfaction or regulatory risks.

4. Logistics

Support accurate planning and smooth distribution

PIM provides the crucial data that logistics teams and partners rely on.

- Maintain up-to-date weights, dimensions, packaging formats, and handling instructions.
- Share product data with warehousing, 3PLs, and distributors through direct integrations or content portals.
- Reduce delays and miscommunication caused by outdated or incomplete specifications.

Accurate product data from PIM ensures that logistics operations run on time and on target.

5. Launch

Enable faster time-to-market with confidence

A successful product launch requires accurate, localized, and visually compelling content — across all channels.

- Marketing can access enriched product data early, enabling catalog and campaign production to begin in parallel with product development.
- Sales can generate custom datasheets or brochures tailored to different audiences.
- Updates to product features, pricing, or descriptions can be pushed instantly across websites, catalogs, and e-commerce platforms.

By making product data accessible and reliable, PIM empowers teams to launch faster — and with fewer last-minute corrections.



Perfion – Single Source of Truth

Perfion PIM is developed for companies that communicate through many channels and in several languages and which have a complex product structure with a lot of product data.

As the world's only 100% standardized solution for Product Information Management, Perfion PIM provides you with the basis for optimizing your company's processes which allows you to lower the time-to-market, gain new market share and to always deliver the information that your customers need.

With Perfion, you have one simple source for all your texts, technical data, files, pictures, videos, etc. This gives you full control over all product data on all sales and marketing platforms.

Perfion's open API makes it easy to integrate the solution with the IT systems you are currently using – anything from your ERP system, InDesign and your Office package. Similarly, Perfion has a standard integration into several e-commerce platforms which makes it easy to keep your webshop updated directly from Perfion PIM



Bring Your Products To Life

We are Boyum IT Solutions, a global software company that helps small and medium sized Manufacturers Bring their Products to Life! We support every stage of the product journey from the first idea to the final customer experience. Our focus is the entire Product Value Chain, going beyond the supply chain to help businesses create value, spark innovation and deliver products with clarity, efficiency and confidence. Our solutions connect people, data and processes across design, planning, production, quality, delivery and go to market.

We act as a trusted partner rather than a traditional software vendor. With deep domain expertise, a family oriented culture and reliable innovation, we guide partners and customers through real industry challenges. We play a strategic role in both the SAP Business One and Microsoft Dynamics Business Central ecosystems, co creating value and driving shared growth with our partners and customers.

For more than 28+ years we have been 100% partner driven. Today we support over 15,000+ customers together with more than 1,100+ partners in more than 130+ countries.

Our purpose, Bring Your Products to Life reflects who we are and what we deliver every day. Through human centric innovation and technology that works for people, we help businesses create products that make a meaningful difference in the world.





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