



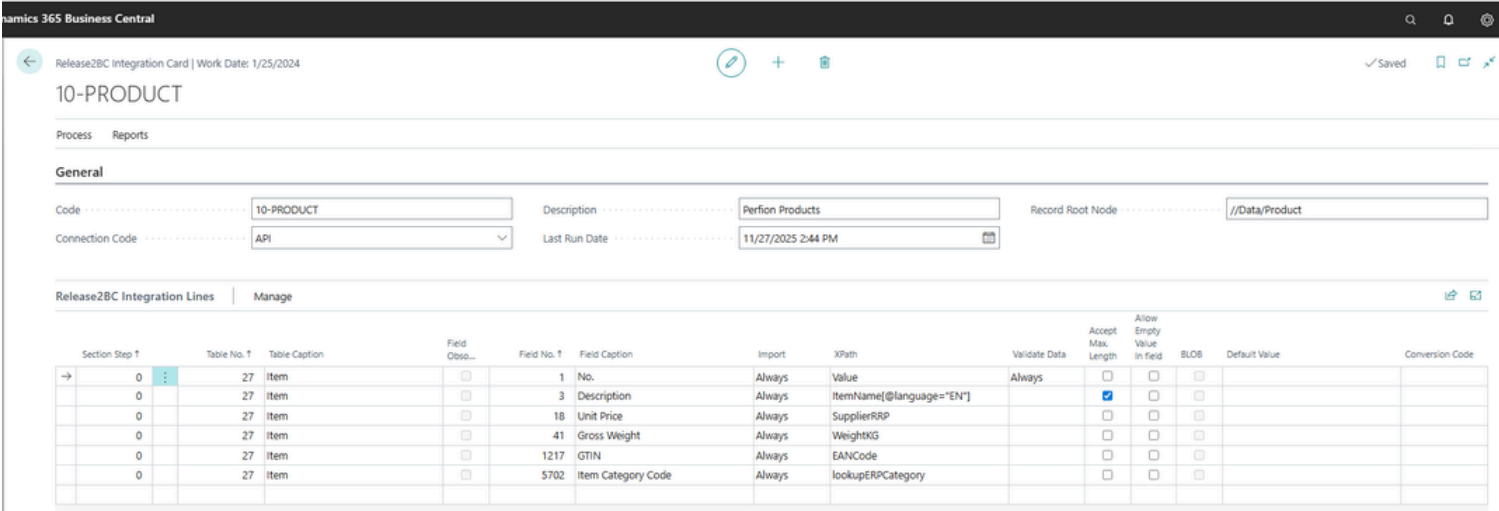
Scale your product data without adding complexity to Business Central

How Perfion and Microsoft Dynamics 365 Business Central work together to manage product information with structure and control.

When product information grows beyond ERP

Companies using Microsoft Dynamics 365 Business Central rely on it to manage core business processes such as finance, inventory, purchasing, and sales.

At the same time, product driven organizations increasingly need to manage a much broader and more complex set of product information. This includes specifications, variants, images, technical documentation, translations, and channel specific content used across eCommerce, websites, and marketplaces. As this information grows, managing it directly inside ERP becomes difficult to sustain. Product data is created across different teams and evolves continuously, which often leads to inconsistencies, duplicated work, and time consuming updates.



A more scalable way to manage product data

Perfion PIM introduces a structured way to manage product information alongside Business Central. Perfion becomes the place where product data is organized, enriched, and validated, while Business Central continues to manage operational processes and transactions. This separation reflects how product data is actually created and used across the business. It allows teams to work more efficiently while ensuring that ERP remains focused, stable, and easier to maintain.

When product information is managed in Perfion, companies gain better control over both their data and their processes. Product data is maintained in one place, where it can be validated and kept consistent before being used across ERP, digital channels, and marketing activities. Teams can collaborate on product information without affecting ERP operations, which reduces manual work and improves overall data quality. At the same time, product readiness improves. Information can be completed before it is required in ERP, which makes it easier to introduce new products without delays or rework. The result is a more reliable flow of product data across the organization and a more efficient way of working across teams.

“Perfion is Out-of-the-Box but very configurable – it’s a quite unique product in that sense in the Dynamics world.”

Tom Brown, IT Manager at Liberty Wines Ltd

The advantage of 100% PIM integration in Dynamics 365 Business Central

Working with Perfion directly in Dynamics 365 keeps your ERP system simple and streamlined. Only transactional data is stored in your ERP system – all other data is stored in Perfion. This ensures a higher degree of standardization and fewer adaptations in your ERP solution, while giving you the power to work with data from both systems at the same time.

The advantage of fewer adaptations in Dynamics 365 Business Central

Limiting the number of adaptations in your ERP system lowers the system's operating costs, and storing only transactional data in the ERP system improves its performance. It is also faster and easier to upgrade to new versions when you have fewer adaptations to consider.

The advantage of creating publications directly in Perfion

When dynamically creating brochures, data sheets and other publications with Perfion integrated in Dynamics 365 Business Central, Perfion retrieves data from the ERP system at the very moment it is to be used. This ensures that all data in your new publication is valid and up-to-date.

You can also quickly generate catalogs, price lists and data sheets with content and prices adapted for specific customers. Perfion retrieves prices, products, customer and inventory information directly from Dynamics 365, which minimizes the risk of error.

Designed to support different ways of working



The integration between Perfion and Business Central supports how organizations already manage their product data.

For companies where ERP is the natural starting point, product items can be created in Business Central and enriched in Perfion with additional attributes, descriptions, images, and marketing content. This allows organizations to extend their ERP setup without changing existing processes.

For companies where product data is developed before it is ready for ERP, Perfion can act as the starting point. Product information is created and refined there, and only when it is complete is it released into Business Central. This ensures that ERP contains only operationally ready product records.

Both approaches provide a more controlled and structured way to manage product data across systems. By moving product information management outside ERP, companies avoid filling Business Central with incomplete or rarely used product records. This keeps the ERP environment cleaner, reduces complexity, and makes it easier to maintain and scale over time. Operational processes remain stable, while product data can evolve freely in a system designed for that purpose.



Support a broader product assortment without overloading ERP

Many organizations need to offer more products than they actively maintain in ERP. This can include extended assortments, spare parts, or products that are rarely ordered. With Perfion, these products can be managed and published across sales channels without being created in Business Central upfront.

Customers can access and purchase them, while ERP remains focused on operationally relevant items. Only when a product is actually sold does it need to be created in ERP, using the information already prepared in Perfion. This approach allows companies to expand their product offering while keeping ERP structured and manageable.

Connecting product data with business operations

Perfion and Business Central together create a connected environment where product information and operational processes support each other across the entire product lifecycle. Product data becomes easier to manage, easier to distribute, and more reliable across every channel where it is used.

At the same time, ERP remains clean, focused, and aligned with its core purpose. For organizations working with growing product portfolios, this creates a strong foundation for scaling product complexity without losing control.



“The 100% seamless integration between Perfion, Dynamics and Sana Commerce was exactly what we wanted. Perfion has made us able to structure product information and make it available for everyone”

Marcel De Groot, Business Unit Manager at Exalto B.V



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.





Boyum IT Solutions A/S

✉ sales@boyum-it.com

🌐 boyum-solutions.com

🌐 linkedin.com/company/boyumit

📺 youtube.com/user/boyumit

📷 instagram.com/boyumit

📍 Boyum IT Solutions
Sintrupvej 71b, 1th
DK - 8220 Braband