



Perfion & Shopify

How to make your out-of-the-box webshop burst with valuable product information

A better way to manage product content for Shopify

Perfion PIM provides a structured way to manage product information before it reaches your webshop. Perfion becomes the place where product data is organised, enriched, and maintained.

Shopify continues to deliver the storefront experience and handle transactions. This allows you to separate content management from webshop operations, making it easier to scale both without adding complexity.

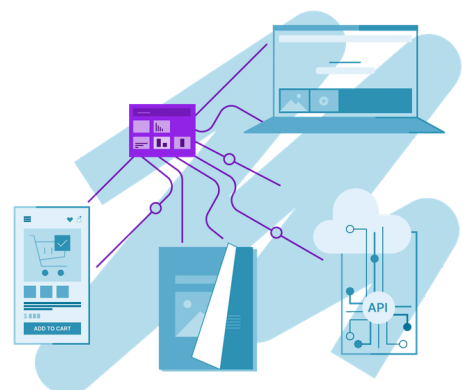


Keep your webshop complete, consistent and up to date

When product information is managed in Perfion, your Shopify store is no longer dependent on manual updates or scattered data sources. Product content is prepared in a structured way and published directly to Shopify. Updates are made once and reflected across your webshop automatically.

This ensures that:

- product pages remain consistent across your catalogue
- new products can be launched faster
- existing products stay accurate and complete over time



Create product pages that drive conversion at scale

The Perfion PIM solution integrates completely into your ERP. This means that data from the ERP and Perfion can be used in conjunction with Shopify to generate a webshop with content which is updated real-time.

Work efficiently across large and complex catalogues



Managing product information manually may work for a small catalogue, but it does not scale. Perfion makes it possible to manage large assortments in a structured way.

Product attributes, categories, and variants can be handled centrally, reducing the need for repetitive work and ensuring consistency across all products.

This is particularly valuable for companies with:

- large product ranges
- complex product structures
- multiple markets or languages

“The number of orders in the webshop increases steadily as we import more and more detailed product information, images and other data into Perfion. The more products we present optimally in the webshop, the more we sell.”

Steffan Schjot Christensen, Product Manager,
AMO Toys Scandinavia A/S

This reflects a common outcome when product content is structured and consistently presented across a webshop. Better product information leads directly to stronger customer confidence and improved sales performance.

Perfion and Shopify together create a setup that supports growth without increasing complexity. As your product catalogue expands, your processes remain structured, your data stays consistent, and your webshop continues to deliver a great customer experience.

This gives you the foundation to scale your e-commerce business with confidence, knowing that your product information can keep up with your ambitions.

Designed to fit into your existing setup

Perfion connects Shopify with your existing systems, including ERP solutions such as Microsoft Dynamics 365 Business Central or SAP Business One. Operational data such as pricing and stock remains where it belongs, while product content is managed in Perfion and published to Shopify.

This ensures that your webshop reflects both accurate business data and high quality product content, without requiring manual coordination between systems. This allows your team to focus less on maintaining data and more on improving how products are presented and sold.



Fully integrated with the ERP system

Perfion and Shopify can take your ERP business information as the starting and ending point.

Perfion has been designed and developed for seamless and bi-directional integration with ERP systems. This means that data flowing between your ERP, Perfion and Shopify are always in perfect sync.



Advantages

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

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