



# Product Information Management in Microsoft Dynamics 365 Business Central

With Perfion PIM, you can work directly with real-time ERP information such as prices and inventories from the same place that you manage all other types of product data.

# Product Information Management in Microsoft Dynamics 365 Business Central

Perfion gives you Product Information Management (PIM) – 100% integrated into your Dynamics 365 Business Central ERP solution.

## Using the Perfion PIM system directly in Dynamics 365 enables you to:

- Manage all of your product data in Perfion – descriptions, technical specifications, pictures, video materials, etc. – TOGETHER WITH transactional data from Dynamics 365, all in one place
- Dynamically generate brochures, data sheets and other marketing materials with always-updated data in a print-ready PDF format.
- Easily export product data from Perfion and Dynamics 365 to apps, websites, webshops and online portals.

**“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

## **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.

# 100% PIM integration with Dynamics 365 Business Central



## Sales-ready products are easily released from Perfion to Dynamics 365 Business Central.

Given that the life of a product typically begins long before it should be registered in the ERP system, it is often useful to register new products in Perfion first.

The Perfion Release2ERP for D365 Business Central module makes it quick and easy to configure a release process that automatically releases products to Dynamics 365 when they meet predefined criteria. The required fields in Dynamics 365 can either be filled in automatically, or a process can be triggered so that the product is released when all business-critical information is available.

### The advantage of registering products in Perfion first

During the development and evaluation of potential new products, you often need to collect and store a lot of product information. However, it is important that the product avoid contact with the ERP system until it is actually ready for sale.

With Perfion as a connecting link, you avoid registering a lot of irrelevant products in Dynamics 365, which further helps to keep your ERP system simple and streamlined.

# Master Data Management with the PIM system

All product data from Perfion is also accessible in Dynamics 365. Some types of business data must be stored in a specific way in Dynamics 365 to ensure optimal performance. You can either:

- Use Perfion to live data from Dynamics 365, or,
- Use Perfion as a source of master data to keep Dynamics 365 pdated.



**“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

## 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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