



Turn product content into better buying experiences

How Perfion and Sana Commerce create product pages that are complete, consistent, and ready to convert



A webshop is only as strong as its product content

Companies using or considering Sana Commerce benefit from real time ERP integration. Pricing, stock levels, and customer specific conditions are always accurate and up to date.

However, strong transactional data alone is not enough to support buying decisions. Customers need more than price and availability. They need clear descriptions, structured specifications, relevant documents, and the ability to compare products with confidence.

When this information is missing or inconsistent, it slows down the buying process and creates unnecessary friction.



Add the product content your webshop is missing

Perfion PIM complements Sana Commerce by managing all product related content outside ERP. Perfion becomes the place where product data is structured, enriched, and maintained. Sana continues to deliver the buying experience, powered by ERP data.

This combination ensures that product pages are not only accurate from a transactional perspective but also complete and informative from a customer perspective.

Create a reliable flow of product content to your webshop

When product content is managed in Perfion, updates no longer depend on manual processes or multiple systems.

Changes are made once and reflected automatically in your Sana webshop.

Product information flows in a structured way from Perfion to Sana, ensuring that every product page is consistent and up to date. This removes the need to log into multiple systems, export files, or manually maintain webshop content.

Build product pages that help customers move forward

Customers are more likely to buy when product pages answer their questions clearly and completely. With Perfion, product pages can present structured and detailed information that supports decision making.

Specifications, descriptions, images, documents, and relationships between products are all managed centrally and presented consistently. Instead of relying on manual follow up or incomplete data, your webshop becomes a reliable source of product knowledge.

Use the same product content everywhere

Product information is not only used in your webshop. The same data is needed for catalogues, data sheets, sales materials, and other digital channels. Perfion allows you to manage this information once and reuse it across all touchpoints. This ensures consistency while reducing the effort required to maintain and update content.

Manage multiple webshops with one setup

For companies operating across markets, languages, or brands, managing multiple webshops can quickly become complex. Perfion makes it possible to manage each webshop as a separate channel while maintaining a centralized structure for product data. Content, languages, and category structures can be adapted per webshop without duplicating work or losing control.





How the integration fits together

The integration between Perfion, Sana Commerce, and your ERP is designed to preserve what already works while improving what is missing. Your ERP continues to handle pricing, inventory, orders, and customer data. Sana Commerce delivers the webshop experience. Perfion enriches that experience with structured product content. The three work together in a way that ensures product pages always reflect both commercial accuracy and content depth, without disrupting existing processes.

By combining Sana Commerce with Perfion, companies create a webshop that is easier to manage and more effective for customers. Product information becomes more reliable, easier to maintain, and more consistent across all channels. At the same time, customers get the clarity they need to understand products, compare options, and complete their purchase with confidence.

Perfion & Sana Commerce make your out-of-the-box burst with valuable product information

Webshops with good and comprehensive product descriptions convert visitors to buyers much better than shops without.

Using ERP and a Product Information Management (PIM) solution as the foundation for your e-commerce platform ensures high quality content.

“The 100% seamless integration between Perfion, Business Central 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 Parts Exalto B.V

Perfion, Sana Commerce and your ERP for a perfect webshop experience



Perfion PIM and Sana Commerce: the best of two worlds

Both Sana Commerce 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.

Sana Commerce is the integrated real-time e-commerce solution for Microsoft Dynamics/SAP and offers an out-of-the-box web store that processes orders 24/7, provides accurate order and inventory information and supports your sales agents on the road with the mobile app.

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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