

Manage product complexity without overloading your ERP

How Perfion and SAP Business One help you manage product data with confidence as your business grows



When product data grows, ERP alone is not enough

Many companies using SAP Business One begin by managing product information directly in the ERP. This works well in the early stages, when product ranges are limited and data requirements are relatively simple. As the business grows, however, product information becomes more complex and more widely used across the organization. Specifications evolve, variants multiply, images and documents are added, and content needs to be adapted for different markets and sales channels.

At that point, managing everything inside ERP starts to create friction. Information becomes harder to maintain, teams begin to work in parallel systems, and consistency across channels becomes difficult to achieve. This is where Perflon makes a meaningful difference.

The screenshot shows the SAP 'Item Master Data' window for item 13689, 'Giga 5'. The window is divided into several tabs: General, Purchasing Data, Sales Data, Inventory Data, Planning Data, Production Data, Properties, Remarks, Produmex, Attachments, and Perflon. The Perflon PIM integration is visible in the bottom right corner of the window, displaying various product attributes and their values:

| Attribute | Value |
|------------------------|-------------------------------------|
| Product | 13689 |
| Item Name | Giga 5 |
| Main Image | |
| Brand | Jura |
| Color | Black |
| Specifications OK | <input checked="" type="checkbox"/> |
| Marketing Completeness | 100% |

At the bottom of the window, there are buttons for 'OK', 'Cancel', and 'PMD Inventory'.

A more structured way to manage product information

Perfion introduces a dedicated environment where product data can be structured, enriched, and validated before it is used anywhere else. At the same time, SAP Business One continues to handle the operational side of the business, including orders, inventory, and financial processes.

This clear separation allows each system to focus on what it is designed to do. Product information is managed in a way that reflects how it is actually created and used across teams, while ERP remains stable and focused on transactions. The result is not just better data, but a more efficient way of working across the organization.

What this looks like in practice

When product information is managed in Perfion, companies gain a much higher level of control over their data. Information is maintained in one place, where it can be validated and kept consistent before it is shared across systems and channels.

Teams that work with product data no longer need to rely on workarounds or duplicate efforts. Marketing, product management, engineering, and sales can all contribute to the same dataset without interfering with ERP processes.

At the same time, the effort required to keep product information up to date is significantly reduced. Data only needs to be maintained once, and can then be distributed automatically to ERP, eCommerce solutions, websites, and other channels.

This also has a direct impact on how quickly new products can be introduced. Instead of waiting for everything to be created in ERP, products can be prepared and completed in advance, which makes it easier to bring them to market at the right time.

The advantage of 100% PIM integration in SAP Business One

Working with Perfion directly in SAP Business One 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 SAP Business One

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 SAP Business One, 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 SAP Business One, which minimizes the risk of error.

“This integration has not only simplified internal product management and enrichment tasks, but it has also allowed us to make this information readily available to thousands of monthly customers through Perfion’s eCommerce connector.”

Adam Swann, Data Architect at JAK Marketing





Adapting to the way your business works

The integration between Perfion and SAP Business One is designed to support different ways of working, depending on how product data is managed in your organization.

Some companies prefer to keep SAP Business One as the starting point. In this case, product records are created in ERP and then extended in Perfion with richer content such as descriptions, specifications, and digital assets.

This approach allows organizations to maintain their existing ERP driven processes while gaining more flexibility in how product information is managed and used.

Other companies work in a way where product information is developed long before it is ready to become an ERP item. In these cases, Perfion can act as the starting point with our Release2ERP component.

Product data is created and enriched there, and only when it meets predefined requirements is it released into SAP Business One. This ensures that ERP only contains complete and production ready product records.

Both approaches lead to the same outcome, which is better control over product data and a more structured flow of information across the business.

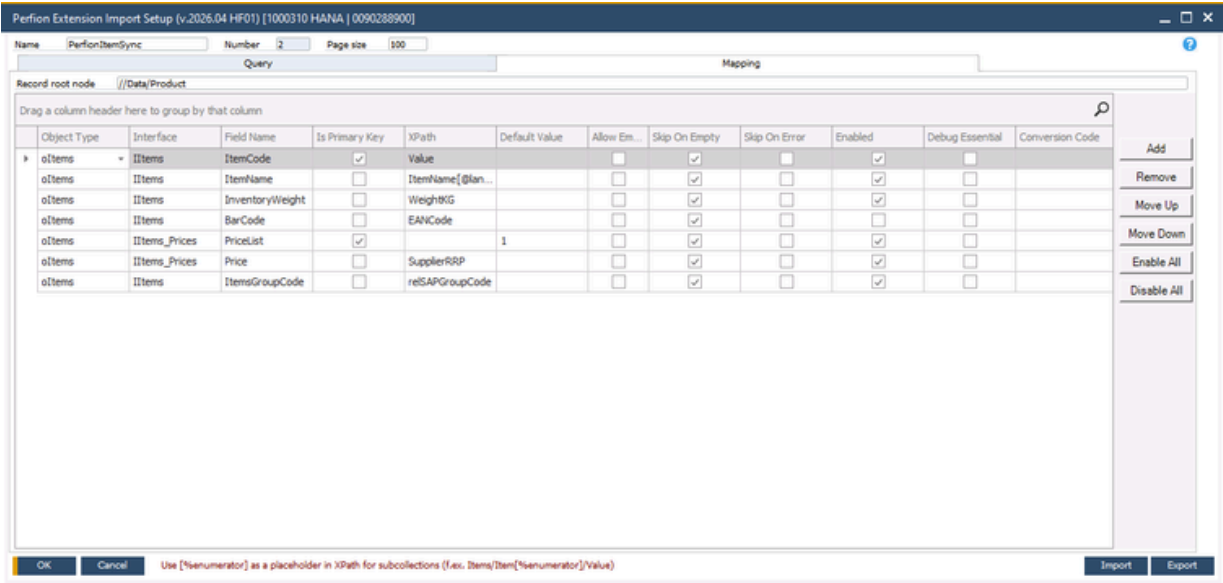
Expanding your assortment without adding complexity

A common challenge for many businesses is how to offer a broader product range without overloading ERP with items that are rarely used. This is especially relevant for spare parts, configurable products, or extended assortments used primarily in eCommerce.

With Perfion, these products can be managed and published across sales channels without being created in SAP Business One from the beginning. Customers can still access and purchase them, while ERP remains focused on the products that are actively part of day to day operations.

Only when a product is actually sold does it need to be created in ERP. At that point, the information already managed in Perfion is transferred, and the item can be handled operationally like any other product.

This creates a more balanced setup, where the business can offer a wide and attractive assortment without compromising the structure and performance of the ERP system.



Connecting product information with business operations



The value of integrating Perfion with SAP Business One goes beyond improving data quality. It creates a connected environment where product information and business processes support each other more effectively.

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 easier to maintain.

For companies that are growing their product range, expanding into new markets, or increasing their digital presence, this combination provides a strong foundation for scaling without losing control of product information.

“Having a solution that works seamlessly out of the box, coupled with dependable support, is invaluable for us.”

Adam Swann, Data Architect
at JAK Marketing

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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