



Data Mapping with

Transform, combine and validate your data on its way into or

Data Mapping with Perfon Actions

Transform, combine and validate your data on its way into or out of the Perfon PIM system

With the Perfon Product Information Management solution you have a single source of truth for product data. Data is modelled and structured in ways that make sense to the specific needs of your organization.

But what happens when you need to exchange data with suppliers, partners and customers, and they work with data in different formats and structures?

The answer is Data Mapping.

In its core, Data Mapping is about transforming data from one format to another. Not only from a technical viewpoint (Excel, CSV, XML, SQL), but also from a logical viewpoint (different data models, measures, naming standards, etc).

You can find many dedicated Data Mapping solutions in the market that will integrate with PIM systems and solve this task. But with Perfon PIM, Data Mapping comes as a built-in tool.

We call it **Perfon Actions**.



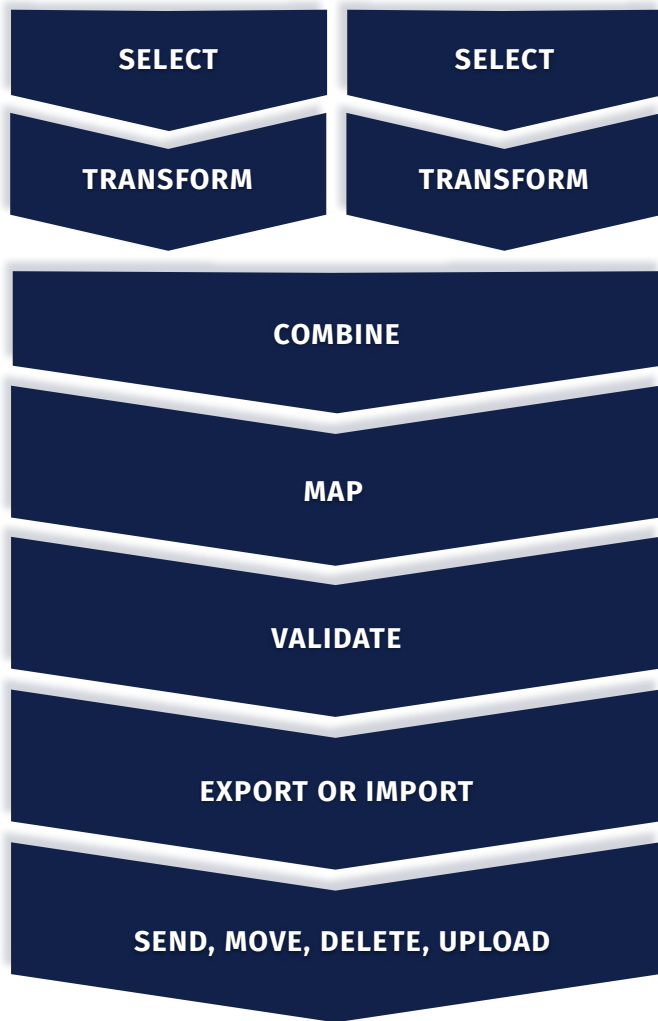
Perfon Actions

Perfon Actions is a powerful Data Mapping framework, that allows you to create your own Action Maps. An Action Map can consist of several steps performed in sequence.

Scheduling of Actions

The built-in Perfon Scheduler allows you to specify execution schedules for each Action Map. One Action Map should run every night at 2:00AM, another should run every hour. It's all up to you.

It is also possible for authorized users to execute Perfon Actions manually from the Perfon application. This is very useful for one-time data manipulation work, or for trying out your actions before scheduling them.



Select data from various sources

Example: You need data from both sheet A and sheet B in an Excel file

Transform data to match your formats

Example: Weight is indicated as 5.5 oz in Excel sheet. You transform it to 156 and strip the unit (as you always save weights in *gram*)

Combine data

Example: Product data from Excel sheet A is combined with Supplier data from sheet B

Map data fields

Example: *ItemNumber* in sender's data model is mapped to ID in receiver's data model

Validate data

Example: Exclude items with missing Item Number or invalid EAN code

Export or import

Example: Import validated supplier data to Perfon or export validated Perfon data to an XML-file

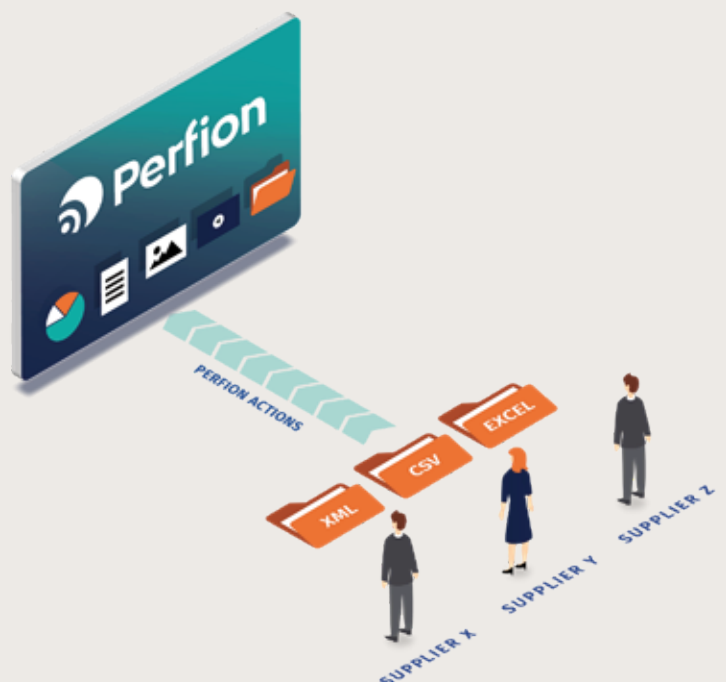
Finish the task

Example: Send or upload exported file to receiver. Move or delete source files from external folder

Example 1: Import data from Suppliers

Suppliers might send you data in a variety of different file formats (Excel, CSV, XML) with data structured according to their data models.

With Perfon Actions you can import data as you receive it. All you need to do is build an Action Map for each supplier to map supplier formats to your Perfon formats.



Example 2: Import images from “hotfolder”

Managing images is a big task for many businesses. Perfon Actions can help you do it in clever ways.

We saw earlier that supplier images can be imported with Perfon Actions. But what if your in-house photographers shoot beautiful product images but have no knowledge of Perfon? Perfon Actions can help you by importing images from a “hotfolder”.

All your photographers need to do is name each image with a reference to a product (e.g. [itemnumber]_01.jpg) and save images in your “hotfolder”. Perfon Actions can then “scan” the folder for new images and import these to your products.



Example 3: Manage Translations

If you work with a translation agency to manage translations, Perfon Actions can help you automate the Translation Management process.

Example 4: Deliver product data to ETIM

Your company may need to deliver data to ETIM (**The European Technical Information Model** – an open standard for the classification of technical product data). To do that, you must export your data and transform it to the correct data exchange format (BMEcat). With Perfon Actions you can build an Action Map that solves the task. The Action Map must select relevant products and data from your Perfon database, transform data into BMEcat format and upload the file to the classification portal.



Phone: 713-364-2940
Email: hello@csscommerce.com



Phone: 512 808 8876
Email: info@perfon.com