



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

Perfion & Magento Commerce make your out-of-the-box webshop 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.

"Perfion has become our leading product data management system. Products, brands, quality data, workflows – everything lives in Perfion. In addition, Perfion provides a very good information base for the electronic business."

Markus Allgaier, Board of Finance and Organization, Mack & Schühle AG

How do e-commerce users benefit from the Perfion & Magento Commerce connection

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

In short:

- ✓ Business master data is managed in Dynamics/SAP
- ✓ Perfion adds all other product information
- ✓ Magento Commerce takes care of the online publication and ordering - and sends order data to Dynamics/SAP

The Perfion-Magento Connector

If you are already using Perfion as your Single Source of Truth for product information for e.g. catalogs, brochures, fact sheets and pricelists, the Perfion-Magento Connector allows you to effortlessly re-use and publish all the product data to the online Magento Commerce storefront.

The connector supports Magento 2, both for on-premise and cloud versions.

Products can easily be published online while being ordered as well. Your transaction based data, such as prices, inventory etc., stay in Dynamics/SAP, but can also be managed through Perfion.

Perfion, Magento Commerce & Dynamics/SAP for a perfect webshop experience



Perfion PIM and Magento Commerce – The best of two worlds

Both Magento 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.

Magento Commerce is a leading platform for content and commerce. With Magento Commerce, you get the power to create unique and engaging shopping experiences. With the Magento platform, a global ecosystem of implementation partners, and a vast marketplace of extensions, it's time to bring your commerce vision to life.

Fully integrated with Dynamics/SAP

Perfion and Magento Commerce can take your Dynamics/SAP business information as the starting point.

Perfion has been designed and developed for seamless and bi-directional integration with Microsoft Dynamics/SAP. This means that data flowing between Dynamics/SAP, Perfion and Magento Commerce are always in perfect sync.



Advantages

Productive

Re-use of your product information to online storefront

Efficient

Save time by using single source of truth

Experienced

Two leading players in e-commerce and PIM industry

100% integrated

Your Dynamics/SAP business information as the starting point, fully integrated



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