



# Perfion & Shopify

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

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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 number of orders in the webshop increases steadily as we import more and more detailed product information, images and other data into Perfion. The more products we present optimally in the webshop, the more we sell.”*

**Steffan Schjøt Christensen, Product Manager  
AMO Toys Scandinavia A/S**

## How do e-commerce users benefit from the Perfion & Shopify connection

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

### In short:

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

### The Perfion-Shopify 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-Shopify Connector allows you to effortlessly re-use and publish all the product data to the online Shopify storefront.

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

# Perfion, Shopify and your ERP for a perfect webshop experience



## Perfion PIM and Shopify – The best of two worlds

Both Shopify 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.

**Shopify** is a full-featured e-commerce platform, handling everything from marketing and payments, to secure checkout and shipping. The software is powering more than 600.000 businesses worldwide. Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

# Fully integrated with the ERP system

Perfion and Shopify can take your ERP business information as the starting and ending point.

Perfion has been designed and developed for seamless and bi-directional integration with ERP systems. This means that data flowing between your ERP, Perfion and Shopify 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 ERP business information as the starting point, fully integrated



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