



Fredericia Furniture gathers all product information in Perfon

“We chose Perfon PIM because it works seamlessly with Dynamics NAV and because we can easily adapt it to our business. We can model our product data and create screen views and tabs ourselves as we please. Now we are no longer dependent on expensive consulting services.”



Hanne Skovbo
S&OP Manager
Fredericia Furniture A/S

Challenge

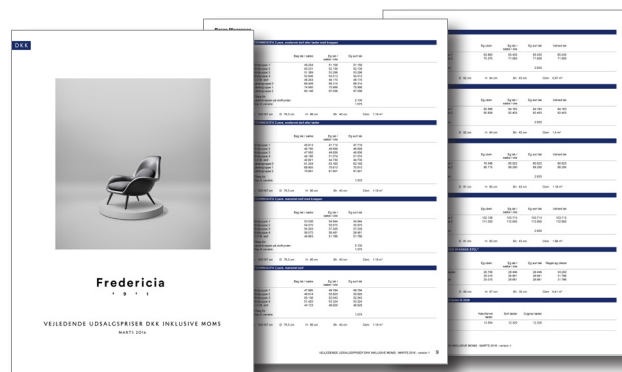
Before switching to Perfon Product Information Management (PIM) in 2011, Fredericia Furniture maintained most product data manually in Excel files and other individual documents. Only Production Master Data was stored in the Microsoft Dynamics NAV ERP system.

Product information was manually entered into a catalog generator system used exclusively for price list creation. This was an error-prone, cumbersome and time-consuming task, which also demanded expensive consulting services because the employees could not fix bugs in the system themselves.

Solution & Benefits

At Fredericia, the PIM system is now the only data source apart from Microsoft Dynamics NAV. The two systems are integrated and users maintain Production Master Data in Dynamics NAV. From here data is automatically transferred to Perfon.

Now, Fredericia creates price lists in three languages and four currencies directly from Perfon. It is easy and fast to produce new price lists as all data is managed in the same place. Perfon also calculates a customer-specific price list based on the information in an existing price list in no time. The result is a significant time saving.



Fredericia creates pricelists fast and easy directly from Perfon

Fredericia

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In order to also ensure up-to-date product information on the website, Fredericia has chosen to implement the Dynamicweb platform instead of a previous CMS system because of the complete integration between Dynamicweb and Perfon.

Today, the Perfon PIM system delivers all product information, line drawings and product images directly to Dynamicweb, which then generates the view.

According to S&OP Manager Hanne Skovbo even more Perfon projects are in the pipeline:

“Before long, visitors to our website will be able to download data sheets with product data generated from Perfon. Later we will also utilize Perfon better in product development – today a new product is created in the ERP system first, but in the future we will create it in Perfon instead. The advantage is that the product will end up there anyway, so we might as well gather all information in Perfon from the start and thus create a common view of what is happening throughout the whole product development phase”

By switching to Perfon, the company has also optimized its work processes: With branches on several locations it is a great advantage that employees now have access to the same information in one single system, in which they can all work at the same time.



On Fredericia's website, all product information, line drawings, product images and related information are delivered directly from the Perfon PIM system

About Fredericia Furniture

Fredericia Furniture is a Danish design house, collaborating with a carefully chosen circle of international designers. Fredericia's ambition is to create and deliver a contemporary design that is always beautifully crafted, relevant and aesthetically intriguing. A collection that they believe will be the modern originals of tomorrow.

The company's products are sold globally through home furnishing stores, agents, distributors and architects for projects on restaurants, hotels and more.

www.fredericia.com

About Perfon

Perfon is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfon you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfon has a documented return on investment of less than a year.