# Perfion PIM saves us €40,000 each year and enables our business strategy

*"The implementation of Perfion PIM will free up half an FTE, equaling cost savings of €40,000 per year.*

*These enormous time savings make it possible for us to expand and grow our yearly turnover from €11m to €17m without having to employ more people. This would not be possible without Perfion. This PIM system supports our business strategy 100% and is the perfect match for us"*
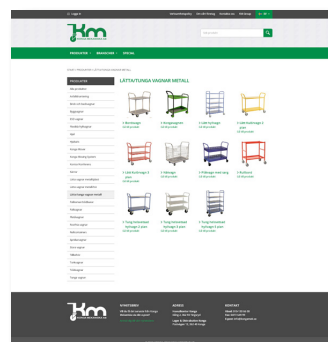
Anders Berg
Sales Manager
Kongamek AB

## Challenge

Like so many other companies, Kongamek - Swedish manufacturer of products for the materials handling industry - had product information scattered across numerous different systems and data sources: Dynamics NAV, website, InDesign catalogs, product data sheets, pricelists, etc., and none of them were connected.

For three full-time employees, it was an extremely time consuming and ongoing challenge to keep the information updated and to display correct and real-time data in four different languages everywhere. Especially the proofreading of the company's large print and online catalog required loads of hard work every year.

## Solution & Benefits

Kongamek searched the internet for PIM solutions and was impressed by the optimizations that other users had obtained with Perfion Product Information Management. Also Perfion's full integration with Microsoft Dynamics NAV and InDesign plus its ease of use were key factors.

At Kongamek, Perfion will feed product information to the website, print and online catalogs, product data sheets and to an envisioned B2B eCommerce portal based on the EPiServer platform

### A true multi-channel vision

Kongamek has a true multi-channel vision. Perfion will feed their full range of marketing channels with product information for all 1200 items in four different languages. Little by little, further languages will be added, and in the future, Perfion will manage product information of 10.000 spareparts as well.

Perfion's complete integration with Adobe InDesign enables Kongamek to help their customers create leaflets, catalogs and PDF documents for specific target audiences very easily, as master data from Dynamics NAV plus all the product information stored in the Perfion PIM system can be filtered and "shot out" into the catalogs in no time.

### New EPiServer web platform connected with Perfion

In connection with the switch to Perfion PIM, Kongamek will implement a new public website and a B2B eCommerce partner portal, both based on the EPiServer platform, which is also tightly integrated with Perfion. Through the eCommerce portal, partners will have access to real-time information concerning product availability, track & trace of orders, statement of account, prices and more.

### About Kongamek

Kongamek AB is a major Swedish manufacturer of products for the materials handling industry. The company operates in more than 20 European markets.

The standard stock range includes various trolleys, roll containers, pallet frames, wire baskets, wheelbarrows, sack trucks and warehouse trolleys. In addition to the standard range, Kongamek AB can also offer customised solutions.

www.kongamek.se

### About Perfion

Perfion 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 Perfion you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfion has a documented return on investment of less than a year.