



Spaldings manages input for product improvements with Perfion PIM

“We chose Perfion for many reasons: Its functionality, the perfect integration with Dynamics NAV and our Dynamicweb eCommerce website, plus the low cost of the implementation - It was only 4 days of consultancy time. Furthermore, Perfion is extremely flexible and easy to configure. We can tailor it exactly how we want it. This is just perfect for us”

John Robinson
Systems Development Manager,
Spaldings Ltd

Challenge

Spaldings is a leading distributor of agriculture and groundcare products, headquartered in Lincolnshire, United Kingdom. With over 10,000 products and a number of new products being developed and introduced each year, Spaldings needed an efficient Product Information Management system to house all of their data.

Solution & Benefits

The perfect solution was found in the Perfion PIM system that also integrates 100% with the company’s Dynamics NAV ERP system and the Dynamicweb CMS platform.

At Spaldings, Perfion PIM will manage all product information, including the ideas and input that is delivered from the staff, customers and partners.

Ideas for improvements of an already existing product are stored in Perfion in direct relation with this product. In this way, Perfion provides a complete overview of all the ideas anytime and it is easy to continuously add more information during the development process.

Information about not yet existing products is stored and managed in Perfion parallel to the data of already existing products. If the company chooses to put a not yet existing product into production, the related Product Information Management process is extremely easy as all the information is already stored in Perfion.



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Easy catalog creation with Perfion PIM

Each year Spaldings publishes a very large product catalog with 10,000 items plus a number of flyers. Before the shift to Perfion, these publications were created with an older catalog



management system, which only a few employees knew how to use, and which did not work well together with the company's other IT solutions.

With its built-in catalog management functionality, Perfion will now make it a breeze to create and organize Spalding's catalogs and other print material. When product data or images change in Perfion, the InDesign documents can be updated automatically with all the changes. Perfion's ease of use allows all Spaldings' relevant employees to manage their own product data.

Dynamicweb integration

Parallel to the Perfion PIM project, Spaldings is implementing the Dynamicweb All-in-One Platform with which Perfion is also tightly integrated.

About Spaldings

Spaldings has been supplying farmers, estates, contractors and local authorities with a comprehensive range of agriculture and groundcare products since 1956. The company is serving over 28,000 Agricultural and 6,000 Groundcare customers in the UK and Ireland.

As part of the Marubeni Group, Spaldings currently turn over £27.5m in the UK and Irish markets along with exports to other overseas markets.

www.spaldings.co.uk

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.