# The PIM system is an investment in the future

*"Perfion allows us to manage multi-dimensional product information in a structured manner and to enrich data easily. Thanks to the enriched product information, we are laying the foundation for a modern and user-friendly webshop. The PIM system is an important investment in the future that is already paying off today"*

Christian Schuler
Head of Marketing and Communications
Bachofen AG

Bachofen AG is a leading company in the field of industrial automation. Their product range is wide and with the increasing popularity of e-commerce, also Bachofen has to meet the rising demand for detailed online product information.

## Challenge

For a long time, the company had already had a webshop with data from the Microsoft Dynamics NAV ERP system. However, its structure regarding catalog creation was not sufficiently user-friendly, and the handling was unsatisfactory for the customers. A state-of-the-art e-commerce solution with all the requested product descriptions, pictures, supplementary information and filtering possibilities was needed.

A lot of product data was already available, but stored in individual data sheets and not electronically. Consequently, other channels could not access the data directly. Bachofen needed a solution for central administration of the product information that does not belong in an ERP system.

## Solutions & benefits

The decisive factor for Bachofen's implementation of the Perfion PIM system was its seamless integration with Dynamics NAV and the new Sana Commerce webshop platform. Perfion, together with the ERP system, will submit all product data directly to the new B2B webshop. The required multi-dimensional, additional product information is managed exclusively via Perfion by the company's product managers.



The PIM system will manage product data of 10-15,000 items in 3 different languages

Perfion

**BACHOFEN**
INDUSTRIAL AUTOMATION

**The structure of the data model is the Alpha and Omega**
The first step on Bachofen's path to the optimal webshop is to set up and adjust their entire data model. In the next step comes the enrichment of existing master data. In this process, the additional product information and attributes, which have not been electronically available before, will be added in Perfion. Finally, the connection to the new e-commerce platform is created.

To start with, Perfion will manage product information of a total of 10-15,000 items in 3 languages.

According to Christian Schuler, Head of Marketing and Communications at Bachofen, the Perfion PIM solution is particularly suitable for the company's purposes because of its 100% flexibility and user-friendliness:

*"Perfion's well-defined structure and pleasant user interface makes it easy for our product managers to work with the system."*

**About Bachofen**
The Swiss company Bachofen AG is a leader in the field of industrial automation in Switzerland and Liechtenstein. The success is based on high-quality products enhanced with technical, commercial and logistical services. Bachofen is owner-managed in the third generation.

www.bachofen.ch

**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.

**Perfion**