

Data Mapping with Perfion Actions

Transform, combine and validate your data on its way into or
out of the Perfion PIM system

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With the Perfon Product Information Management solution you have a single source of truth for product data. Data is modelled and structured in ways that make sense to the specific needs of your organization.

But what happens when you need to exchange data with suppliers, partners and customers, and they work with data in different formats and structures?

The answer is Data Mapping.

In its core, Data Mapping is about transforming data from one format to another. Not only from a technical viewpoint (Excel, CSV, XML, SQL), but also from a logical viewpoint (different data models, measures, naming standards, etc).

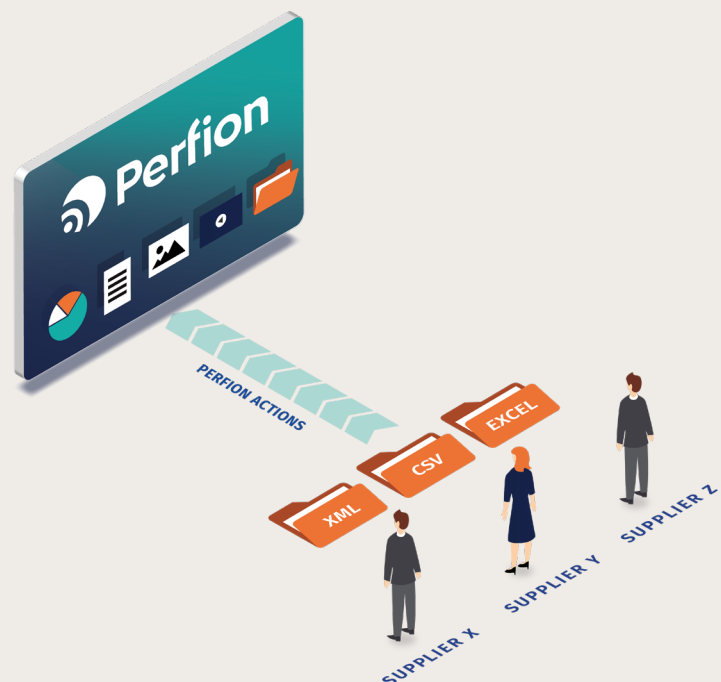
You can find many dedicated Data Mapping solutions in the market that will integrate with PIM systems and solve this task. But with Perfon PIM, Data Mapping is done with a built-in tool that we call Perfon Actions.

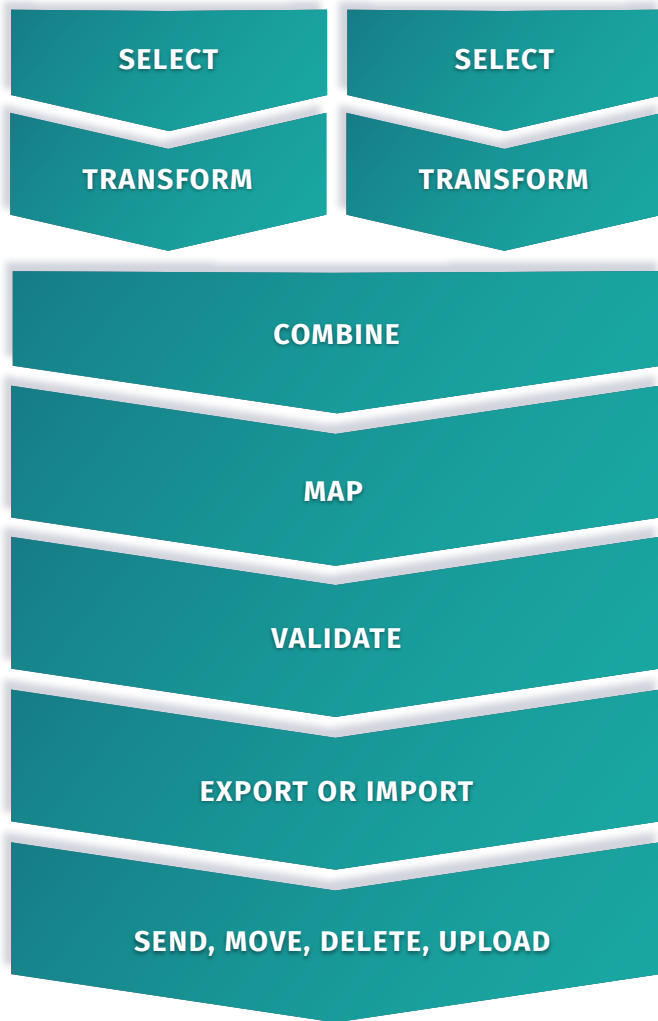
Perfon Actions is, among other things, a powerful Data Mapping framework, that allows you to create your own Action Maps. An Action Map can consist of several steps performed in sequence.

Example 1: Import data from Suppliers

Suppliers might send you data in a variety of different file formats (Excel, CSV, XML) with data structured according to their data models.

With Perfon Actions you can import data as you receive it. All you need to do is build an Action Map for each supplier to map supplier formats to your Perfon formats.





Select data from various sources

Example: You need data from both sheet A and sheet B in an Excel file

Transform data to match your formats

Example: Weight is indicated as 5.5 oz in Excel sheet. You transform it to 156 and strip the unit (as you always save weights in *gram*)

Combine data

Example: Product data from Excel sheet A is combined with Supplier data from sheet B

Map data fields

Example: *ItemNumber* in sender's data model is mapped to ID in receiver's data model

Validate data

Example: Exclude items with missing Item Number or invalid EAN code

Export or import

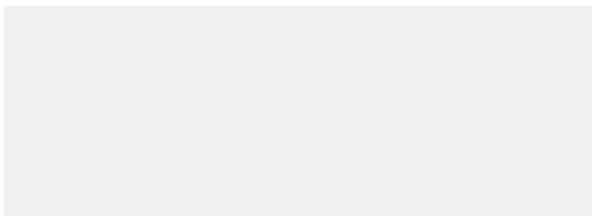
Example: Import validated supplier data to Perfion or export validated Perfion data to an XML-file

Finish the task

Example: Send or upload exported file to receiver. Move or delete source files from external folder

Example 2: Deliver product data to ETIM

Your company may need to deliver data according to ETIM (**The European Technical Information Model** – an open standard for the classification of technical product data). To do that, you must export your data and transform it to the correct data exchange format (BMEcat). With Perfion Actions you can build an Action Map that solves the task. The Action Map must select relevant products and data from your Perfion database, transform data into BMEcat format and upload the file to a data pool.



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