



# Perfion & Shopware

Make your out-of-the-box webshop burst with valuable product information



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Webshops with good and comprehensive product descriptions convert visitors to buyers much better than shops without.

Using ERP and a Product Information Management (PIM) solution as the foundation for your e-commerce platform ensures high quality content

*”In Product Data Management, the Single Source of Truth approach is the only thing that makes sense to us. The Perfion PIM system supports our B2B and B2C e-commerce and has become a real game changer in the online channel business. The investment in PIM is really paying off.”*

Christoph Luginbühl  
CDO / New Business  
CHRIS sports AG

## Shopware Perfion Connector

With the Shopware Perfion Connector, all your current product information can flow seamlessly from the Perfion PIM system into Shopware.

The Shopware Perfion Connector supports all Shopware on-premise versions and is available directly from the Shopware Store. This makes the installation quick and painless.

### Single Source of Truth

If you are already using Perfion as your Single Source of Truth for product information for e.g. catalogs, brochures, fact sheets and pricelists, the Shopware Perfion Connector allows you to effortlessly re-use and publish all the product data to the online Shopware storefront.

Products can easily be published online while being ordered as well. Your transaction based data, such as prices, inventory etc., stay in the ERP, but can also be managed through Perfion.

# Perfion, Shopware and your ERP for a perfect webshop experience



## Perfion PIM and Shopware – The best of two worlds

Both Shopware and Perfion are completely focused on developing extremely user-friendly “plug & play” standard solutions, ensuring really good value for money.

**Perfion** is the 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.

**With the Shopware store**, customers benefit from a professional shop solution with extensive features for B2B and B2C online trade. The system is extremely easy to use, delivers maximum performance and is one of the most popular shop systems in Germany in the digital transformation.

## Fully integrated with the ERP system

Perfion has been designed and developed for seamless and bi-directional integration with ERP solutions. This means that data flowing between your ERP, Perfion and Magento are always in perfect sync.



### Advantages

#### Central data management

Product master data is managed and maintained and new information added in one location

#### Fewer errors

Information losses are reduced thanks to standardized information on all systems

#### More compact processes

Central data management reduces manual work steps and saves time

#### Flexibility

The Perfion e-commerce API enables the Perfion-Shopware connection to be adapted to your individual requirements



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