



Time spent on creating a product sheet: Previously 90 minutes. With Perfion 5 minutes.

“With Perfion, we’ve been able to reduce the time spent on creating a product sheet from 90 minutes to 5 minutes – and the creation of a system documentation only takes 1 hour instead of 4 hours. That’s a huge amount of time saved thanks to the PIM system.”



Marco Stecher
Head of Department IT Services
hollu Systemhygiene GmbH

hollu Systemhygiene GmbH in Austria develops innovative, coordinated cleaning systems for all areas of Cleaning & Hygiene. The company manages product information of more than 3000 products in 3 languages.

Challenge

Prior to using the PIM system, hollu Systemhygiene managed all product information in the classic, manual way using different systems: Dynamics AX ERP, Excel databases and various office documents such as Word and PowerPoint. As a result, the company’s ability to provide product-related data was extremely sluggish and inefficient. It took a lot of effort to find the right product information, and redundant entries presented challenges as well. Only through asking colleagues a lot of questions it was possible to determine which data was right.

Solution & Benefits

The Perfion solution for Product Information Management was chosen due to its simplicity and free configurability, its full integration into the Dynamics AX ERP system, into the IT system landscape and into the company’s complete IT strategy, which opts for standard processes.

Also the way of communication and cooperation both in the preliminary phase and later in the project was decisive. Marco Stecher, Head of Department IT Services, explains:

“Everything was very uncomplicated – and with an equal dialogue. We felt comfortable right away. The consultants have an ear for the problems and are anxious to establish standard processes. If IT projects would always work this way, I would be happy.”

With the Perfion PIM system, hollu Systemhygiene now has one central, trusted source of information for all product information and image files. The information is published in the following marketing and distribution channels:

- Product sheets and system documentation that can be created 18 times and 4 times faster, respectively, with Perfion.
- A 400-page, print-ready product catalog with interfaces to InDesign together with EasyCatalog. The production time of the catalog will be noticeably shortened by the usage of Perfion PIM. Changes can be made up to the last minute.

- Later, internal price lists will also be created and product information will be made available via Perfon, i.a., in a new webshop.

System documentation 4 times faster

At hollu Systemhygiene, the system documentation forms the basis for the training of new employees. It also ensures that all employees are able to provide the requested high quality service. A system documentation includes the description of a closed cleaning system. All required products are presented to the specialist consultant and the customer, and the cleaning procedure with its associated cleaning methods is explained. The system documentation contains technical information for the specialist consultant and, with an illustrated workflow, provides the user a “common thread” in the application of all products.



System documentation and product sheets can be created 18 times and 4 times faster, respectively, with data from the PIM system

The system documentation creation time has been reduced from 4 hours to 1 hour with Perfon. For a product sheet the creation time is reduced from 90 minutes to 5 minutes. Considerable savings are also expected to be achieved in the catalog production process.

The time saved is used to bring even more quality to the system documentation and to spend more time with the customers.

About hollu Systemhygiene GmbH

Hollu Systemhygiene GmbH is a family-owned business with headquarters in Austria. Since 1905, the professional hygiene partner & full-service provider has been developing innovative, coordinated cleaning systems for all areas of Cleaning & Hygiene. The company currently employs 400 people at 8 locations.

www.hollu.com

Über Perfon

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