



## We can point Perfion to any database source and any ERP

*“There isn’t any other PIM solution on the market quite like Perfion that has the flexibility to match the way we want our business processes. Perfion is Out-of-the-Box but very configurable – it’s a quite unique product in that sense in the Dynamics NAV world.”*

*Actually, Perfion can be pointed to any database source and any ERP system that we may choose to use. This makes the solution completely future proof“*



Tom Brown  
IT Manager  
Liberty Wines Ltd

### Challenge

Before implementing Perfion, the British wine importer and wholesaler Liberty Wines used a well-working, own developed Product Information Management (PIM) system with a lot of very specific functionality. The only minus: The system was built and linked specifically to the previous ERP.

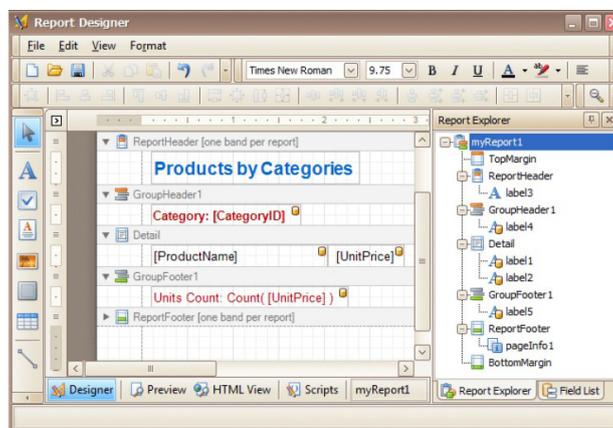
When shifting to a Microsoft Dynamics NAV ERP solution, IT Manager Tom Brown at Liberty Wines had two options: Either he could rebuild his tailor-made PIM system - and continue spending endless hours on maintenance and further developments - or find a high quality standard PIM solution that could match the functionality of the old PIM.

### Solution & Benefits

Because of its extraordinary flexibility and configurability, the Perfion PIM solution was validated. Not only could Perfion fulfill Liberty Wines’ needs, the system also offers the opportunities to make some major improvements:

“One of the big things that we can do with Perfion is linking it with InDesign, so we can export data from Perfion and import it directly into InDesign and generate publications.

It is also really simple to create different outputs and Excel exports with Perfion by using the built-in editor. We didn’t have that power before. It allows us to have e.g. differently branded consumer fact sheets and trade fact sheets. Also the built-in report designer is easy to use and quick to create outputs with.”



With Perfion’s built-in report designer, Liberty Wines can quickly and easily create different outputs

At Liberty Wines, Perfon is the source for a growing amount of meta data:

- Tasting notes
- Wineyard and vintage information
- Data about the wine (how much sugar, organic/vegan/vegetarian)
- Recommendations
- ...and various other bits and pieces
- In future maybe also: Recipes for food (meat, fish, sauces) matching the different wines

The number of SKUs is about 9,000, growing by 1,500-2,000 every year.

### **Perfon supports the Multi-Channel strategy and future improvements**

Liberty Wines has a Multi-Channel Marketing strategy and approaches the customers through a wide range of channels and publications, supported by Perfon:

- Catalogs
- Newsletters
- Fact sheets
- Wine lists
- Tasting sheets
- Pricelists
- Website

In future, also a customer portal, allowing customers to manage their account online and get information and invoices, will probably be added to the list.

### **Streamlined processes lead to enormous time savings**

With Perfon, sales support and marketing processes will be streamlined. The improved processes will free up a half to one FTE per year and lead to big savings in the marketing department. In the IT department, all the work and hours that are not spent on maintaining the old PIM system will be allocated for making improvements and doing new things for which Perfon provides the platform.

### **About Liberty Wines**

Liberty Wines was founded in 1997 and is now one of the largest importers and wholesalers of exclusive wine in the UK. With a staff of over 100 and a portfolio of over 200 of the most interesting producers in the wine world, Liberty Wines continues to offer exceptional value and quality at every level, selling to the on-trade, independent off-trade and the high street.

[www.libertywines.co.uk](http://www.libertywines.co.uk)

### **About 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.