



PIM FOR BUSINESS CENTRAL

Truvio PIM - the natural choice for integrating PIM with Microsoft Dynamics 365 Business Central.

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Why PIM matters in an ERP context

1.

Product data quality is becoming increasingly relevant. You might have the best product, but if you do not have sufficient product data quality, customers will look elsewhere. Businesses require robust systems capable of handling large volumes of product information, maintaining consistency across platforms, and support the customer experience.

Microsoft Dynamics 365 Business Central is a powerful ERP system designed to help businesses manage their financials, sales, inventory, and operations. However, when it comes to managing complex, multi-media product data across multiple channels and regions, Business Central falls short.

This is where the PIM system comes in. A Product Information Management (PIM) system provides a centralized platform for storing, enriching, and distributing product data across multiple touchpoints. By integrating a PIM system with Business Central, companies can overcome the limitations of traditional ERP systems and enhance their product data management processes and deliver better customer experiences.

Limitations of Business Central in managing product data

While Business Central excels in managing operations like accounting, sales, and inventory, there are several challenges when it comes to managing complex product information. Some of these include:

Complex product data

Handling rich product information such as images, videos, detailed specifications, and multiple variants.

Multi-channel distribution

Managing consistent product information across multiple sales channels (e.g., eCommerce, retail, print catalogs).

Language & Regional Needs

Business Central lacks a seamless way to manage product data across multiple languages and regions.

Media management

Storing and managing media files like product images, videos, and technical drawings in a structured manner.

2.

Key benefits of integrating PIM with D365 BC

2.1 Pains vs. benefits

	Business Central pains	Truvio PIM benefits
Product Enrichment Process & Data Relevance	<ul style="list-style-type: none"> No process to support product enrichment Lack of overview as all users see all item fields 	<ul style="list-style-type: none"> Role based approach to product enrichment Each screen is adapted to the specific user Clear overview of responsibilities, tasks and completeness Streamlines processes and improves data quality
Product editor tools	<ul style="list-style-type: none"> Edit a single product at a time 	<ul style="list-style-type: none"> Edit multiple products at a time using Grid Edit Grid Edit is highly effective Better product data overview Saves time
Product images and assets	<ul style="list-style-type: none"> Only one image on item card 	<ul style="list-style-type: none"> Multiple images and files in different categories Easy upload and management
Product relations	<ul style="list-style-type: none"> Limited options to connect related products 	<ul style="list-style-type: none"> Rich options to handle related products Enhances cross-selling opportunities Boosts conversion rates
Product data inheritance	<ul style="list-style-type: none"> No product data inheritance No product data models 	<ul style="list-style-type: none"> Easy data inheritance from product groups and data models Reduces data duplication and improves consistency Enhances efficiency

	Business Central pains	Truvio PIM benefits
Product variants	<ul style="list-style-type: none"> Only one variant dimension supported 	<ul style="list-style-type: none"> Multiple variant dimensions supported Supports complex product combinations Reduces data redundancy Improves user experience and navigation
Product descriptions, translation and AI	<ul style="list-style-type: none"> Limited options to manage multiple product descriptions 	<ul style="list-style-type: none"> Rich options to manage product descriptions AI generated product texts Automated translations
Product data validation	<ul style="list-style-type: none"> No product data validation 	<ul style="list-style-type: none"> Comprehensive data completeness overview Detailed overview of potential missing data
Product data publication	<ul style="list-style-type: none"> No easy data publication to channels outside of BC 	<ul style="list-style-type: none"> Automatic publication to internal and external systems using channels

2.2 Benefits on profile level

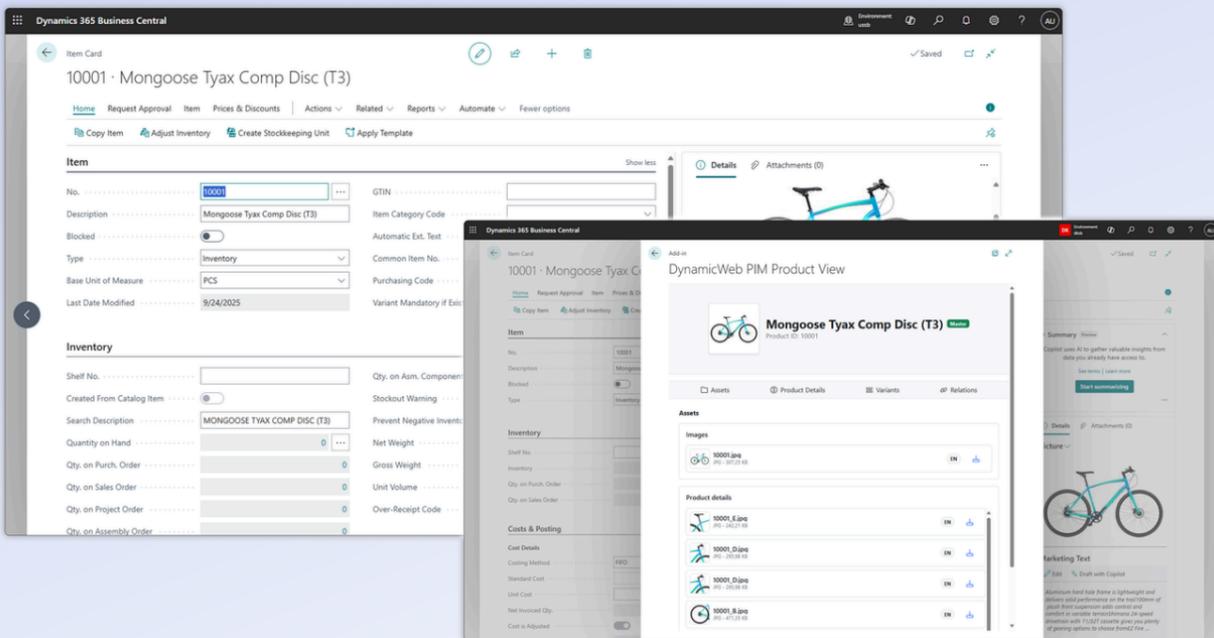
End users	Partners
<ul style="list-style-type: none"> Improve efficiency and functionality Data mapping done in BC interface Push product data into BC Sales agent support Leverage BC product data in PIM Multi-language selling 	<ul style="list-style-type: none"> Integration and mapping within BC interface More efficient product data migration solution from legacy ERP Simplify ERP implementation Help customers with master product data management PIM implementation set foundation for digital roadmap
Implementation partners	
<ul style="list-style-type: none"> Integration and mapping within BC interface Faster and easier mapping process PIM implementations set foundation for additional digital roadmap 	

3.

Truvio PIM Connector for BC

The fast, easy and risk-free integration

The Truvio PIM Connector links Microsoft Dynamics 365 Business Central with Truvio PIM, providing a single source of truth for managing and delivering accurate, enriched product information across every channel.



3.1 Maintain full control

With the connector, you can centralize product data outside of Dynamics 365 Business Central while keeping full control where it belongs: transactions and financials in Business Central, product enrichment in PIM. This ensures consistency, scalability, and speed without complex integrations.

3.2 Lives inside Business Central

Truvio PIM runs natively inside Microsoft Dynamics 365 Business Central, giving ERP users a familiar, frictionless experience. It feels, functions, and updates like Business Central, giving ERP partners and users the confidence of working inside a familiar, secure, and unified environment - while gaining all the advantages of a professional PIM solution.

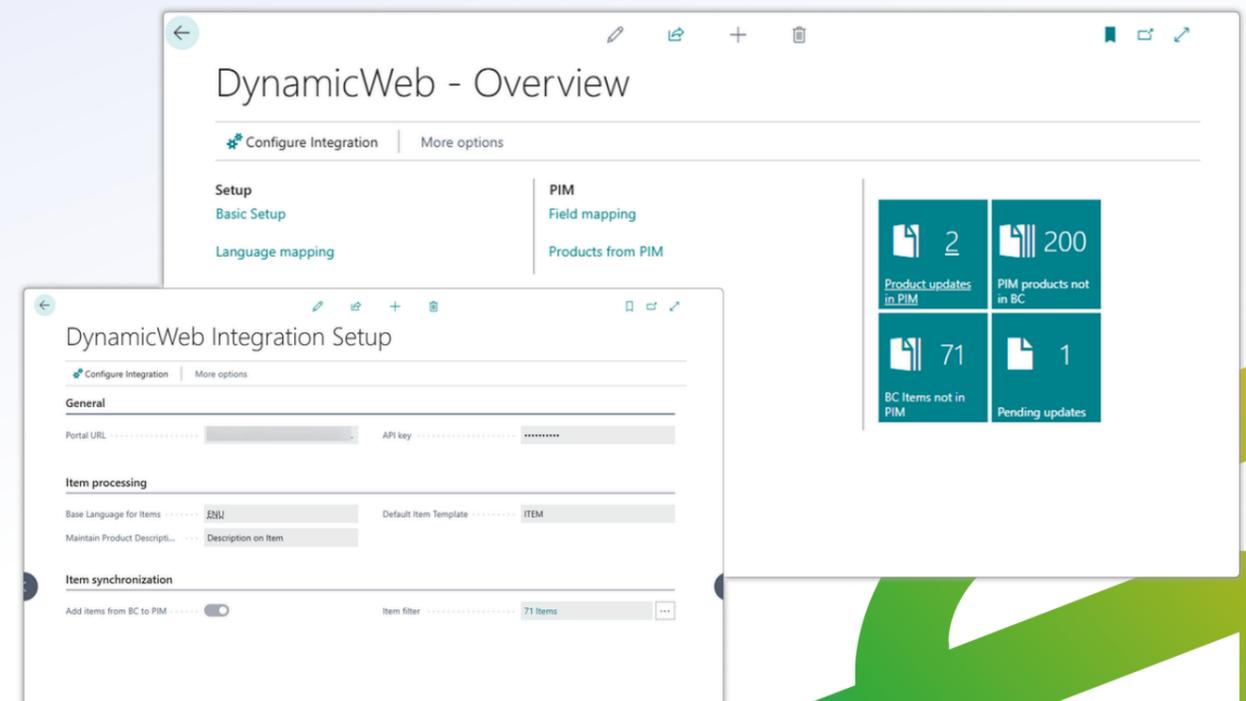
3.3 A natural extension of Business Central

Truvio PIM is designed to extend Business Central - not disrupt it. The integration respects the same business logic, templates, and workflows your ERP users already know.

It uses BC item templates, posting groups, filters, and language settings, ensuring product data behaves just like any other BC data. ERP partners and end users can trust that nothing breaks or bypasses standard processes - the PIM data becomes a natural extension of Business Central.

Advantages:

- No external systems to maintain - configuration, mapping, and data sync happen directly in Business Central
- Low learning curve - same workflows, same logic, same permissions
- Safe master data governance - all product data controlled by Business Central's role-based security



3.4 One interface - one source of truth

The solution is a truly unified data environment – one login, one interface, one version of product truth.

With the PIM system connected directly to BC, users gain a unified view of master data. Product descriptions, translations, attributes, and images appear where you expect them – right on the item card in Business Central.

This creates a single, centralized environment for both ERP and product enrichment, eliminating the need for manual imports or external dashboards.

Outcomes:

- Centralized control of product information and attributes
- Seamless synchronization of marketing data, images, and translations
- No duplicate entry or manual imports
- Faster time-to-market and cleaner ERP data

3.5 Why choose the Truvio PIM connector

Fast, frictionless setup

Install directly from AppSource and configure inside Business Central without IT intervention.

Empowered BC users

Business Central users manage mappings directly, without relying on developers.

Centralized product data

Off-board product data from BC to Truvio PIM while keeping financial and transactional data in BC.

Bidirectional sync

Exchange product data, attributes, variants, languages, images, and documents between Business Central and PIM.

AI-ready data

Bring enriched product information back into BC to power AI-driven scenarios such as Sales Order Agent.

Omnichannel distribution

Deliver enriched product data to eCommerce, marketplaces, partner portals, and catalogs from one central source.

User-controlled data sharing

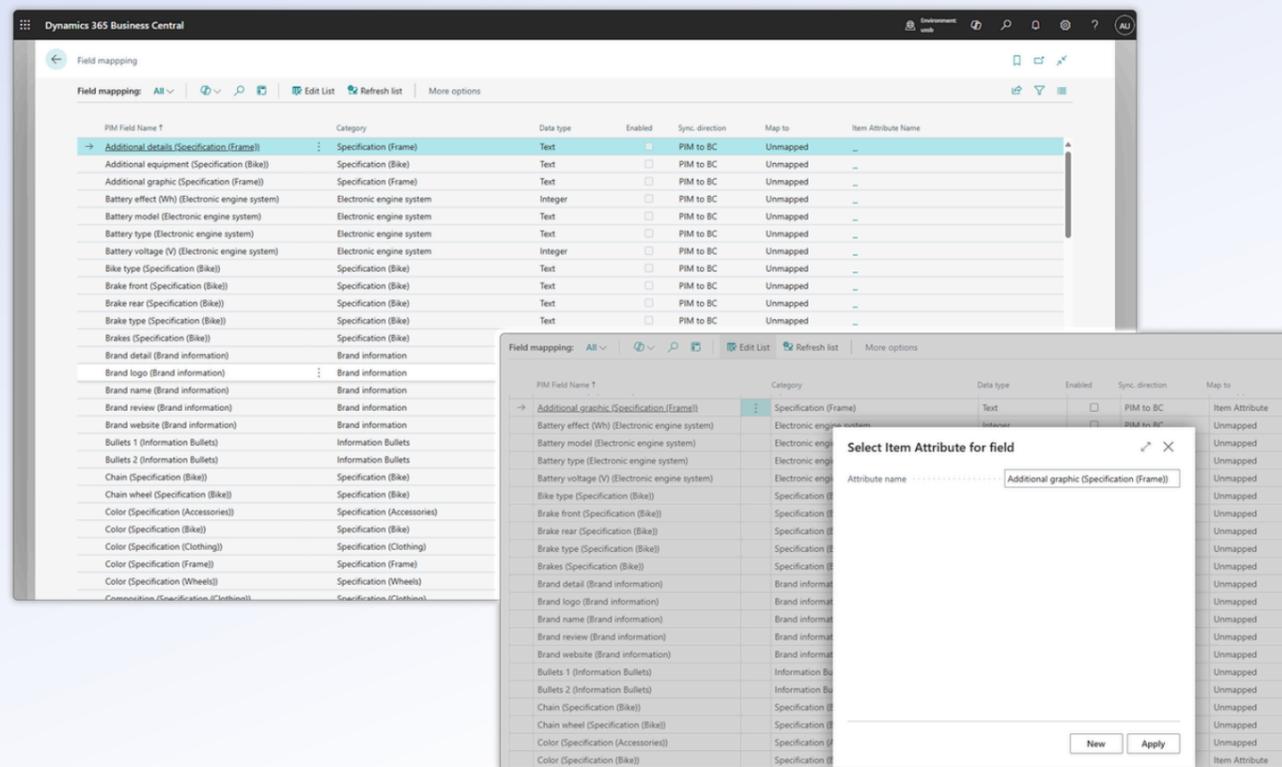
Securely share enriched product data and assets with customers, partners, or internal teams, ensuring everyone has the right, up-to-date information.

PIM data inside Business Central

From the Business Central item card, access a PIM view with enriched product details, related items, and digital assets not otherwise available in Business Central.

3.6 How to get it

Install and configure the app directly from Microsoft Marketplace. Setup takes hours, not weeks, putting control into the hands of Business Central users.



4.

Unlocking Business Value with Brøns Group A/S

By integrating their Business Central ERPs with the robust Truvio PIM and Commerce platform, Brøns Group not only solved critical operational challenges but also improved the customer experience, streamlined content management, and laid the foundation for future growth.

Business Challenges

Brøns Group A/S, a multi-brand distributor of agricultural and construction machinery, grappled with fragmented systems across its operations. Managing over 500,000 SKUs across three separate Microsoft Dynamics Business Central ERP systems led to:

Operational Silos: Disconnected ERPs made inventory management, pricing consistency, and customer data alignment inefficient.

Poor Customer Experience: Customers struggled to find and order correct spare parts due to the lack of centralized, machine-specific product data.

Limited Scalability: Inconsistent product information and manual data handling hindered growth and personalization.

Content Management Bottlenecks: Non-technical teams lacked the tools to independently manage and scale digital content across brands.

Integrated Solution

Partnering with Truvio, Brøns Group implemented a unified digital platform combining eCommerce, CMS, PIM, and Marketing - underpinned by a real-time ERP integration framework. Solution highlights include:

ERP Integration: Real-time data synchronization across all Microsoft Dynamics BC systems ensures automated imports of product, pricing, and customer data, while enabling seamless order flow from eCommerce to ERP for accurate and timely fulfillment.

PIM Integration: A centralized PIM system enables consistent, enriched product data across brands by enhancing ERP-imported items with attributes, images, and structured categorization using validation rules and variant controls.

eCommerce Enablement: The platform powers five brand-specific sites, including a Spare Parts Portal with serial number search, "Mit maskinhus" for machine-specific part visibility, and intelligent dealer routing based on location and inventory.

Business Outcomes

The integration of ERP and PIM systems provides Brøns Group with real-time data synchronization, centralized product management, and personalized customer interactions, delivering both short-term improvements and long-term scalability. This case demonstrates the significant benefits of integrating ERP and PIM systems, ultimately empowering businesses to grow efficiently while enhancing their digital presence and customer satisfaction.

Operational Efficiency improved significantly as automation eliminated manual tasks, reduced errors, and accelerated order fulfillment - lowering operational costs and freeing up resources for strategic initiatives. Real-time data synchronization across all Microsoft Dynamics BC systems ensures automated imports of product, pricing, and customer data, while enabling seamless order flow from eCommerce to ERP for accurate and timely fulfillment.

Customer Experience was transformed through intelligent features that simplify part identification and personalize the buying journey. Customers benefit from accurate product searches using serial numbers, brand-specific storefronts, and the "Mit maskinhus" feature, which shows compatible parts based on owned machinery - resulting in smoother, more confident purchasing decisions.

5.

Truvio PIM - your single source of truth

Truvio PIM provides a single source of truth for all your product data – descriptions, specifications, images, translations, pricing, and more. Built for complex catalogs and thousands of SKUs, it supports multi-level hierarchies, variants, and localization across regions and languages, enabling teams to manage product information with accuracy and confidence.

5.1 Smarter and faster product enrichment with AI

Truvio PIM is equipped with AI-powered tools designed to reduce manual workload and improve data quality, enabling your marketing and product teams to enrich and optimize product content at scale, reducing time-to-market and minimizing errors – without relying on IT resources.

5.2 Multi-channel publishing with confidence

Truvio PIM enables seamless product syndication across all your sales and marketing channels – whether it's your eCommerce platform, printed catalogs, marketplaces, or customer portals. The result? Consistent, accurate product information wherever your customers engage.

Integrated workflows ensure that product data is always publication-ready, and any updates made in the PIM are instantly reflected across connected systems.

5.3 Business-ready usability

The system features a no-code, user-friendly interface that makes it easy for non-technical users to manage and enrich data. Teams can collaborate in real-time to structure product information, add marketing content, or prepare exports – accelerating processes and eliminating data silos.

5.4 Part of a powerful platform

As part of the Truvio Commerce Suite, the PIM integrates effortlessly with CMS, eCommerce, marketing automation, and ERP systems like Microsoft Dynamics 365 Business Central. Whether deployed on-premise or in the cloud, the platform is built to scale with your business – supporting new markets, new channels, and expanding product lines.

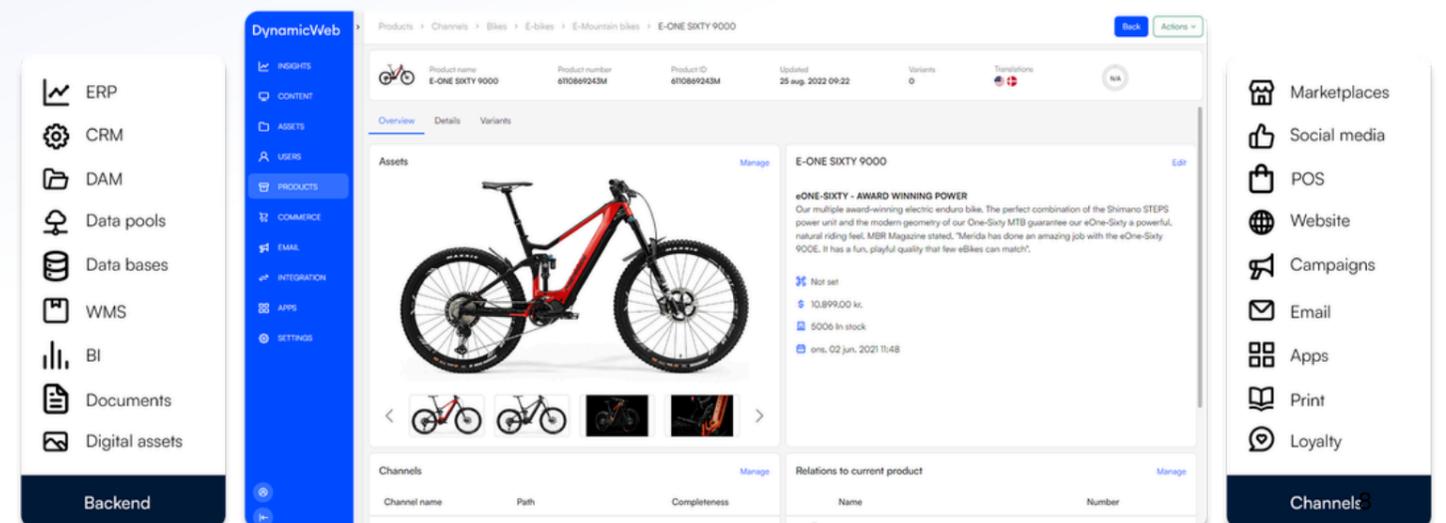
5.5 Proven value

DynamicWeb PIM delivers tangible ROI by:

- Reducing manual data entry through AI automation
- Improving product content accuracy and consistency
- Accelerating new product introductions and market expansion
- Enhancing cross-team collaboration and productivity
- Supporting omnichannel strategies with reliable, synchronized data

5.6 Future-proof your product information strategy

With AI-driven automation, flexible integration, and enterprise-grade scalability, Truvio PIM isn't just a tool – it's a catalyst for digital transformation. Businesses that adopt PIM now are building the foundation for faster growth, improved margins, and better customer experiences.



6.

Digital Asset Portal & Publications

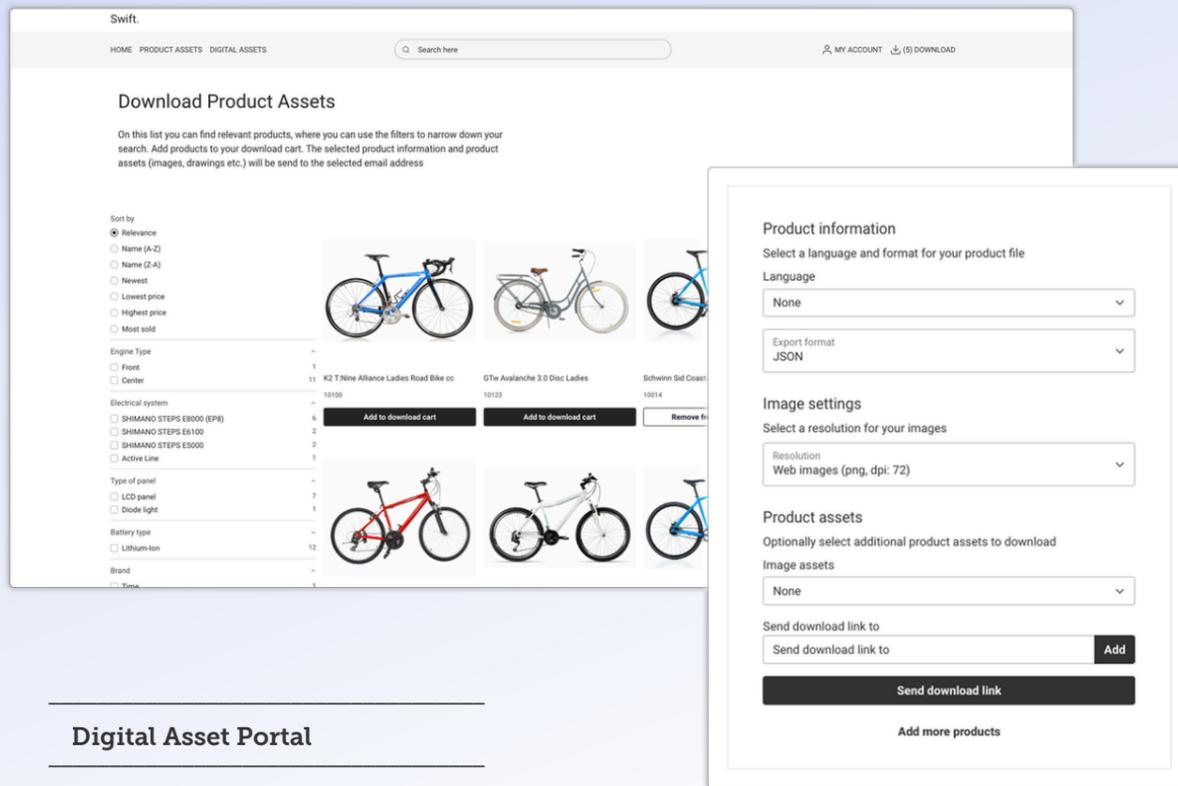
Leverage your product data from Business Central and PIM with Truvio Digital Asset Portal & Publications

With a Digital Asset Portal (DAP) from Truvio, you get a secure and user-friendly central repository and selfservice portal for easily storing and sharing your product data with internal and external stakeholders. Combine it with Truvio Publications, and automate the process of creating professional PDF documents, such as data sheets, price lists, and catalogs.

Let's talk!

Are you ready to enhance your product data management and elevate your business operations with Truvio PIM?

Contact us today to learn more about how we can help you integrate Truvio PIM with Microsoft Dynamics 365 Business Central and unlock the full potential of your business.



Digital Asset Portal

With the Digital Asset Portal, you can share relevant, up-to-date product data and assets such as product images, videos, PDFs and other documents.



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details	
10001_E.jpg JPG - 242,21 KB	EN
10001_D.jpg JPG - 295,98 KB	EN
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10001_B.jpg JPG - 471,35 KB	EN

Attachments (0)

Picture ▾



Marketing Text

Edit Draft with Copilot

Aluminum hard hole frame is lightweight and delivers solid performance on the trail 100mm of plush front suspension adds control and comfort in variable terrain Shimano 24-speed drivetrain with 11/32T cassette gives you plenty of gearing options to choose from EZ Fire ...