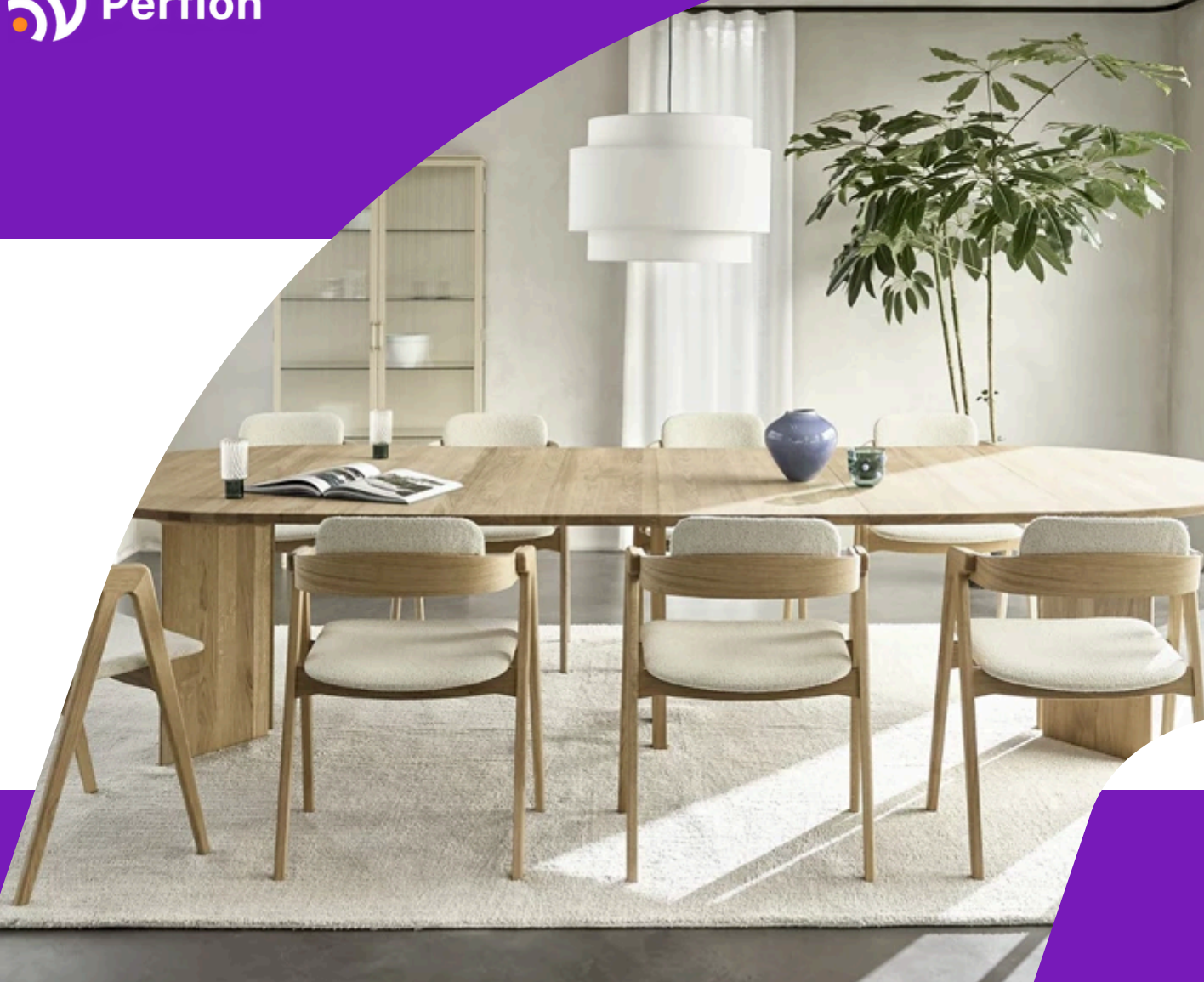


# ILVA: From manual product content to AI-driven scale

What Perfion really changes in the ILVA workflow




# ILVA workflow

ILVA is a well-known Danish furniture retailer offering a wide assortment of home and interior products, both online and in stores. With a large and frequently changing product range, managing product information efficiently is a key part of their e-commerce setup.

For ILVA, managing product data is a constant balancing act. Around 6,000 active products, roughly 80,000 variants, and a large number of bundles all need accurate and consistent content across their e-commerce channels. When Lasse Hansen, Product Data Specialist, E-Commerce, joined, that process was still largely manual.

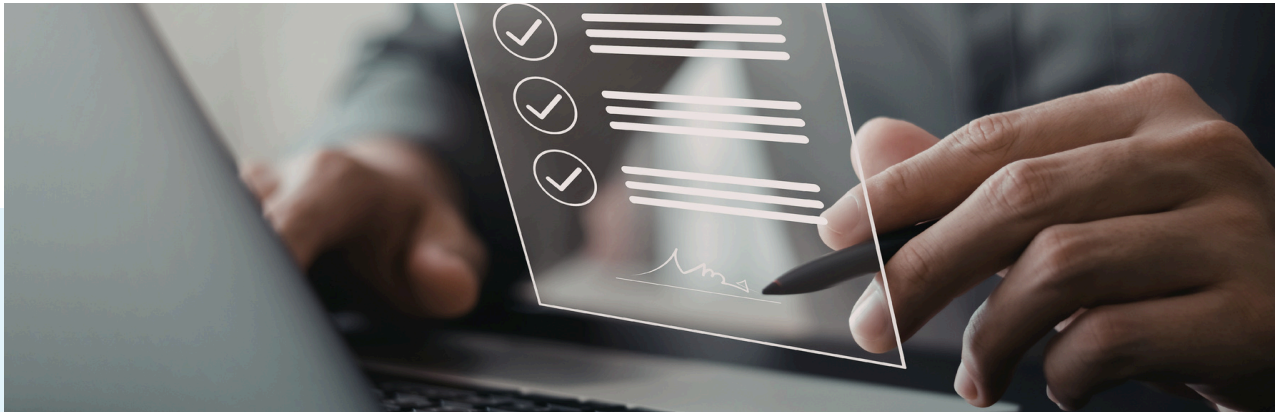
At the time, product texts were created in the ERP and transferred to the webshop. Even after moving content into Perfion, the work was still heavy. Lasse experimented with AI outside of the PIM, exporting data into spreadsheets and feeding it into external tools.

With new product lines introduced every season, keeping up with demand simply was not realistic.

A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a brown and black patterned jacket. The laptop is open, and the keyboard is clearly visible. The background is slightly blurred, showing a white surface.

“I was manually writing each and every text for each product variant. I was always hopelessly behind.”

Lasse Hansen, Product Data Specialist, E-Commerce, ILVA



## Bringing AI into the actual workflow

Together with one of our implementation partners, NORRIQ, ILVA built a setup using Perfion Actions and its dedicated AI support, where AI became part of how product data is handled, not something happening outside of it. Instead of exporting and reworking data, everything now happens directly in Perfion. Product data is passed into AI based on category-specific prompts, and even product images are included to improve the output.

That change removed a lot of manual steps and made the process far more reliable.

“Now we can produce product text for each variant based on the data we have and even include an image. The result is much better and much faster.”

Lasse Hansen, Product Data Specialist,  
E-Commerce, ILVA

“I can rely on the process. I don't have to manually pick anything or move data between systems.”

Lasse Hansen, Product Data Specialist,  
E-Commerce, ILVA

## Faster production, better content

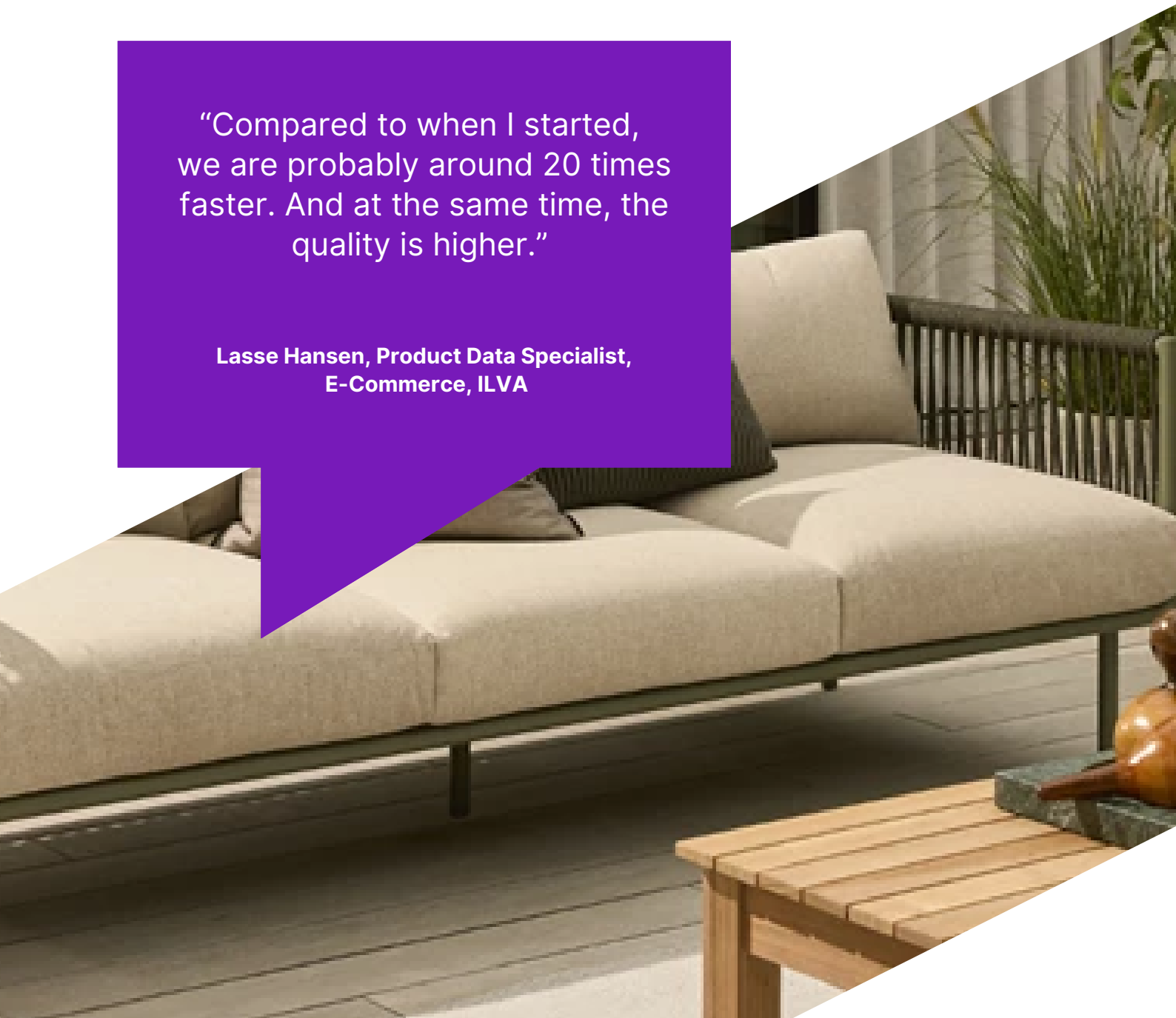
The difference in output is significant. Compared to when everything was written manually, ILVA estimates they are now producing content around 20 times faster.

They have already generated more than 3,000 variant texts directly through the AI setup in Perfion, and in practice produced close to 12,000 texts when reused across similar variants.

Just as important as speed is the level of detail. When content was created manually, Lasse had to limit how much data could realistically be included. Now, more of the available product data can be used.

“Compared to when I started, we are probably around 20 times faster. And at the same time, the quality is higher.”

**Lasse Hansen, Product Data Specialist,  
E-Commerce, ILVA**



# From manual effort to structured automation

The setup is not limited to individual products. ILVA also uses it to generate content for bundles, where multiple products are combined into one description based on their underlying data.

They have also applied the same approach to translations. Previously, this involved manually copying and pasting content into external tools, often dealing with inconsistencies and errors.

With Danish content approved first, translations are generated and then reviewed, allowing the team to focus more on quality than on repetitive work.

## Better coverage and improved visibility

While ILVA does not isolate AI as a direct driver of sales, the impact on content coverage is clear. Where thousands of products previously had little or no description, they now have significantly broader and more consistent coverage.

“We used to have thousands of products without any text. Now we have a lot more with text, which improves how easy it is to find our products online.”

**Lasse Hansen,  
Product Data Specialist,  
E-Commerce, ILVA**

# A setup they can build on

For ILVA, the main value is not just speed. It is having a process that works at scale and can continue to improve.

As Rune Boa Nielsen, Senior Consultant PIM at NORRIQ, points out, the setup itself is not complex to maintain, and the return comes quickly once it is in place.

“Because of Perfion Actions and the API, it is relatively easy to implement, and the time saved quickly outweighs the effort. Once it is in place, it is also easy for ILVA to maintain.”

Lasse Hansen, Product Data Specialist,  
E-Commerce, ILVA

What started as a way to handle increasing product complexity has become a more scalable way of working with product data. Instead of constantly catching up, ILVA now has the foundation to continuously improve both speed and quality moving forward.

**Product description**

**Made for the outdoors – and all that it brings**  
Imagine a quiet moment in the garden, where you can sink into the Oblic lounge sofa. With its sculptural design and soft cushions, it will quickly become your favorite place under the open sky. It invites both cozy breaks and closeness with those you love, and fits perfectly into the outdoor space without demanding attention.

**Oblic is that summer look everyone wants:**

- This summer's popular lounge hit - for long evenings, bare toes and "let's just have one more"
- Lightweight aluminum frame – easy to move according to the sun and 100% made for outdoor life
- Fixed low price = more summer for the money... and a little more room in the budget for ice cream, barbecues and long evenings

The Oblic lounge sofa is designed to be used day after day. It is part of the small and big moments of outdoor life, where comf...

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**Dimensions and specifications** ▾

**Package dimensions and weight** ▾

**Delivery methods** ▾

**Instructions, guides, price lists** ▾

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We are Boyum IT Solutions, a global software company that helps small and medium sized Manufacturers Bring their Products to Life! We support every stage of the product journey from the first idea to the final customer experience. Our focus is the entire Product Value Chain, going beyond the supply chain to help businesses create value, spark innovation and deliver products with clarity, efficiency and confidence. Our solutions connect people, data and processes across design, planning, production, quality, delivery and go to market.

We act as a trusted partner rather than a traditional software vendor. With deep domain expertise, a family oriented culture and reliable innovation, we guide partners and customers through real industry challenges. We play a strategic role in both the SAP Business One and Microsoft Dynamics Business Central ecosystems, co creating value and driving shared growth with our partners and customers.

For more than 28+ years we have been 100% partner driven. Today we support over 15,000+ customers together with more than 1,100+ partners in more than 130+ countries.

Our purpose, Bring Your Products to Life reflects who we are and what we deliver every day. Through human centric innovation and technology that works for people, we help businesses create products that make a meaningful difference in the world.





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