



it Clicked!
**Digital
Transformation
With PIM**

WHITEPAPER

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Introduction

“ The traditional way of dealing with new market requirements — something we like to call ‘legacy systems spaghetti’ — is random and messy, and not efficient.

PIM brings structure to your product data and puts product information at the center. That way, whenever there is a new challenge or an opportunity, for example a new type of product content, a new sales channel, or different contractor requirements, you are **quick to adapt.**

Why? Because your data is well structured. When others spend time cleaning up their messes, you’re already selling, so there is **every reason to focus on digital transformation now.**

Borgar Hestad

EVP of Sales and Marketing
at Bluestone PIM

**With PIM you become a data-driven business,
and this gives you a head start against
your competition.**



PIM in B2B Sales

**How Neumann unlocked
the potential of product data**

About Neumann

Neumann is a leading B2B distributor of construction products in Norway. From raw materials of timber and cement, through roofing, flooring, and walling solutions, to work tools and equipment, **Neumann** offers a wide selection of products designed for the demanding climate of the Nordics.

Industry
Building
& construction

**Number
of SKUs**
50 000

Revenue
NOK
1.4 billion

Integrations
Aspect4 ERP,
Sitecore,
NOBB

Business challenge:

- **Neumann** extracts **rich product information**, including images, datasheets, and documentation, from an industry database. The data is provided by manufacturers, and at times it is not optimized for customer experience.
- The sheer volume of the product portfolio calls for advanced technical solutions to ensure **high performance of the eCommerce website**.
- Category managers are responsible for overseeing entire product categories. Their work involves much more than updating product content, so automating **routine tasks** is both necessary and crucial.

Solution:

- **Bluestone PIM** became the **master copy for all product information**, making it possible to enrich or override industry database content as needed.
- The platform enabled **processing product content on the fly**, e.g. smart-cropping images and caching them for fast delivery.
- To make category maintenance easier, **a directory structure is automatically built** for product entries sourced from an external database. These entries are also pre-filled with basic category-level attributes (e.g. color and size).

Outcomes:

- Product information is **rich and consistent** and meets the company's standards for customer experience.
- Any changes in product information **sync seamlessly with the eCommerce platform.**
- Category managers are **well-supported** in overseeing their categories and can focus more of their efforts on growing the product portfolio.



“

We evaluated many PIM solutions and selected **Bluestone PIM** based on its easy user interface, advanced data modeling, and modern application programming interface. SaaS delivery made the choice even easier.

We have integrated **Bluestone PIM** with our content management system Sitecore, and it all works very smoothly.

Bluestone has proven to be a solid partner and enabled us to increase our digital business volume dramatically.

”

Joakim Solem

eCommerce Manager
at Neumann

Here's how Bluestone PIM matched Neumann's needs for efficient management of product information:

✓ A cloud-native solution to optimize the use of resources

Hosting product information in the cloud ensures **high availability** of product content assets for all the integrated solutions, including Neumann's B2B eCommerce portal. In addition, as a cloud-native platform, **Bluestone PIM** is capable of **delivering the assets at unparalleled speed**.

✓ Versatile integration

Product information in **Bluestone PIM** is accessible via **APIs**, which provide **a vast number of integration points**. This is not only so that external services can retrieve published product information easily, but also, it makes it possible to combine and enrich product information from various sources, like an industry database and an ERP system.

✓ Data modeling that supports minimizing manual work

Bluestone PIM enables a top-down approach to organizing product content which **saves time and keeps data clean**. Products share as many attributes as possible on the category and variant level. Advanced filtering and bulk editing also help to keep work with individual products down to the minimum.



**Wilhelmsen
Ships Service**

PIM for Global Business

**How Wilhelmsen Ships
Service uses Bluestone PIM
for global business**

About Wilhelmsen Ships Service

With offices in 125 countries, supporting non-stop operations in 2200 port locations across the globe, **Wilhelmsen Ships Service** has the largest maritime services network in the world.

Industry

Maritime
products
& services

Markets

Global:
125
countries

Locations

2 200
port locations

Integrations

Episerver Commerce,
IFS Applications
ERP

Business challenge:

- Most businesses today recognize the fundamental importance of providing customers with **high-quality product content**, regardless of the sales channel they prefer to use.
- The same is true for our client - Wilhelmsen Ships Service, who was looking for a **flexible and scalable solution** to meet current and future business demands of the world's largest maritime services network.
- For Wilhelmsen Ships Service, it was very important not only to efficiently manage large amounts of product-related information, but more importantly, to put this information in the **right context**. For example, WSS wanted to use different context-specific descriptions for one product, depending on which part of the vessel the product is being used for.

Solution:

- **Bluestone PIM** was implemented to improve the **quality of product data** and provide different stakeholders with relevant information wherever and however they need it.
- **Bluestone PIM** platform was enhanced with **custom-made applications** based on **WSS's** business-specific requirements.
- **Bluestone PIM** was integrated with Episerver content management system with the use of API.

Outcomes:

- **Enhanced product catalog management**, including the ability to provide context-specific product content by feeding online product pages and improved quality of printed catalogs.
- Omnichannel efficiency by serving the convenience of customers through allowing them to **interact with products seamlessly** in every sales channel, online or offline, leaving no channel behind.
- PIM experience enriched with collaboration features and **additional Apps** - Web Preview, External Media Library, Category Management and Scheduled Tasks, for more efficient workflow.

“

Wilhelmsen Ships Service implemented **Bluestone PIM** due to its **scalability, connectivity** features, and tools for effective **collaboration**. It has allowed us not only to manage product-related information in an efficient and meaningful way but also to provide our customers with a great seamless experience across online, mobile and offline sales channels.

”

Li Minting

Product Data Manager for Marine Products
at Wilhelmsen Ships Service



PIM for Information Consistency

How Isola ensures product information consistency in international markets

About Isola

Isola is a producer and supplier of high-quality functional solutions for roofs, walls, floors and foundations, such as roof coverings, foundation wall membranes, windows and doors. Enjoying a leading position in the home market (Norway), **Isola** has established a strong presence in other markets across Europe as well.

Industry

Building & Industrial Manufacturing

Number of SKUs

3 000

Revenue

\$80M

Integrations

Aspect4 ERP, NOBB

Business challenge:

- Isola's largest obstacle was having **no single reference point for product information** across the company's operations. The ERP system was the source of basic product information, while additional information was stored in local Excel files. These separate sources made it difficult to share product content internally, especially across the company's branch offices.
- The team also recognised the **need to simplify data flow** with third-party systems. This included the ability to feed complete product data directly to the NOBB database, which is used for promoting construction products in Norway.

Product Information Journey

One outlet of product information for Isola is company-specific documentation - **Product Data Sheets, Product Catalogues** and **Assembly Manuals**. Apart from these, PIM feeds information to the CMS and the external database.

Export to
third-party
systems

NOBB
FINFO



CMS



Multiple Language Versions of Product Information

In Bluestone PIM you can set up multiple versions for product information to match different scenarios. The more context-aware information you provide, the more meaningful message you convey.

The image shows a screenshot of the Isola PIM interface. At the top, there is a navigation bar with the Isola logo, a menu for 'All products +', and a location dropdown set to 'Sweden'. Below this is a large image of a black, textured drainage mat. Three product information cards are overlaid on the image, each showing the product name 'Platon DE25' and its details in a different language: German, Swedish, and Norwegian. Each card includes technical specifications, benefits, and a CE mark.

Platon DE25
MANUS nr: 7268806
Artikelnummer 404205
Wasserspeicher- und Drainage
✓ Hohe Wasserspeicherleistung von 6,1 l/m²
✓ Effektive Drainageleistung
✓ Belüftung des Wurzelbereiches
✓ Funktionsdauer von mind. 50 Jahren
✓ Made in Norway
CE

Platon DE25
FINFO nr: 3633486
Varunummer 404205
Magasinerings- och dräneringselement för platta gröna tak.
✓ Magasinerar 6,1 l vatten/m²
✓ Effektiv magasinering och dränering
✓ Skyddar membran
✓ 30 års produktgaranti
✓ Tillverkat i Norge
CE

Platon DE25
NOBB nr: 22844617
Varenr: 404205
Magasinering og dreneringselement for flate grønne tak
✓ Magasinerer 6,1 l vann/m²
✓ Effektiv magasinering og drenering
✓ Beskytter membran
✓ Funksjonstid, minst 50 år
✓ Norskprodusert
CE

Platon DE25
NOBB nr: 22844617
Varenr: 404205
Magasinering dreneringselement for flate grønne tak
✓ Magasinerer 6,1 l vann/m²
✓ Effektiv magasinering og drenering
✓ Beskytter membran
✓ Funksjonstid, minst 50 år
✓ Norskprodusert
CE

“ Isola selected Bluestone PIM due to its **functionality**, platform flexibility, and a rich portfolio of additional **Apps** that makes it easy to expand our solution on demand.

Bluestone helped us in our transformation to **improve our digital business processes.**

Christine Øvrum Halvorsen

Web Editor
at Isola

Solution

- **Provided a central repository for all product content**, which combines data from the ERP system and any scattered sources.
- **Established clear processes** for working with product information, with regards to attributes, catalogues and digital media.
- **Facilitated exporting product information** to external databases, web catalog (CMS), and company-specific documentation, such as Product Data Sheets and Assembly Manuals.

Outcomes:

- **One secure environment** for the company's product information.
- Better collaboration between Isola's departments on product information resulting in **improved quality of data**.
- **A leap forward** in the company's digital transformation process.



PIM for Product Improvements

How Mills uses Bluestone PIM for continuous product improvements

About Mills

Mills manufactures several of Norway's best-known and beloved foods under brands such as Delikat, Mills, Vita hjertego', Soft Flora and Melange. **Mills' mission** is to make it easier for generations to gather around healthy and tasty food. The company is part of Agra Group, which also operates in Denmark and Sweden.

Industry
Food manufacturing

Number of SKUs
1 500

Integrations
EPD, GSI

Business challenge:

- Norway's favourite groceries deserve nothing less than top-shelf product content, which requires careful planning. On the other hand, manufacturers have to work with industry databases which, while being great outlets for promotion, do not provide interfaces to **plan content updates**. An example of such a database for groceries in Norway is Electronic Product Database from Tradesolution.
- Mills had to make changes in the EPD database ad-hoc, without the ability to plan them beforehand. **This process was not efficient**, and that was the main reason why the company saw the need for a central PIM system.

Solution:

- Integrated PIM and the external databases to provide an **intermediary interface for enriching data**.
- Connected the company's internal SQL databases to the Bluestone PIM.
- Management API to take advantage of **advanced reporting**.
- **Established clear processes** for working with product information.

Outcomes:

- Content editors are able to **carefully plan product content updates**, without having to roll them out immediately.
- Product content reporting helps to **inform strategic decisions**.
- The parent company Agra has laid the foundation for **expanding the solution across its operations**. In Denmark, Stryhn's will soon implement Bluestone PIM with an integration for SAP ERP. There are also plans to implement the PIM solution in the Swedish company Foodmark.

“ Teams that don't have PIM tools risk palpable competitive disadvantage with content that's inconsistent, meets only the minimum market requirements, and fails to engage customers. Teams that do use PIM win customers and expand their markets with **product content that engages buyers and drives purchase decisions**.

”

Bruce Eppinger

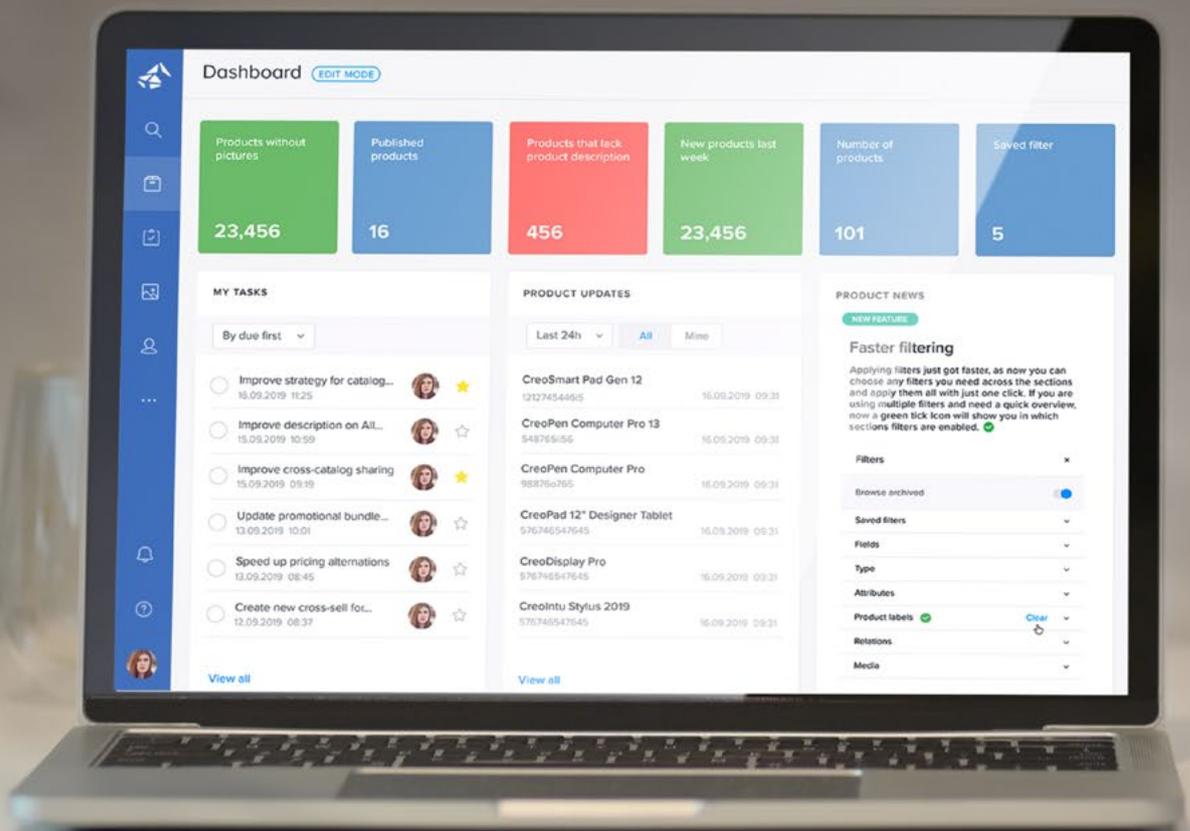
Senior Analyst
at Forrester

See PIM solution used by top companies

Request a demo to:

- ✓ **Discuss** your product information needs and challenges
- ✓ **Learn** how PIM software can benefit your business
- ✓ **Receive** a live Bluestone PIM overview with one of our experts

[GET DEMO](#)



What you get with Bluestone PIM

Business Development

- Future-proof your market position
- Trigger revenue growth and save costs
- Speed up time-to-market for your products
- Secure your product information

Marketing & E-commerce

- Keep an eye on product information quality
- Create market-specific product experience
- Collaborate efficiently with your team, suppliers, or agencies
- Help yourself with smart Marketplace Apps

IT & Data Governance

- Benefit from multi-tenant PIM software
- Enjoy lightweight microservices architecture
- Scale with a best-of-breed solution
- Integrate with marketplaces, ERP and other systems

