Building a Better Backend

GIACOM.

CASE STUDY

GIACOM.

Giacom provides a platform that makes it simple for technology resellers and MSPs to access everything they need - Comms, Cloud, Hardware, and Billing - from leading vendors and service providers to create brilliant technology solutions for UK small businesses.

Giacom partners with the world's best technology providers and currently has the most comprehensive portfolio of IT solutions in the United Kingdom.

Industry:
IT Services

Number of SKUs:
up to 1M SKUs

Operating countries:
United Kingdom

> "
> **Bluestone PIM was the perfect fit for the Giacom business, providing a solution capable of housing and standardising thousands of products with a variety of facets and features.**
> "

Simon Machin
Product Owner
Giacom

Bluestone PIM

Business Challenges

High number of partners
Giacom has thousands of partners that sell products on its platform, and the company needed a solution that could combine and enrich all product data before sending it to the B2B website.

Need for a backend for their frontend
One of the challenges was that Giacom needed a backend for the user interface of the partner platform they created.

Lack of structure
Without a proper solution, Giacom's product information was inconsistent and difficult to retrieve, making it challenging for partners to browse and learn more about the company's wide range of product offerings.

Solution

The customer chose Bluestone PIM due to its **strong architecture** and **growth support for future needs.**

Centralised data
Bluestone PIM offers a centralised solution to combine, organise and enrich all product data.

API-first
By leveraging powerful APIs, Giacom can seamlessly integrate Bluestone PIM into its platform and deliver dynamic content.

Algolia connector
To enhance Bluestone PIM, Giacom added Algolia to act as a search and caching layer towards the partner platform.

Webhooks   Digital Asset Management   Products Statistics

Bluestone PIM

Business Benefits

One source of truth
Bluestone PIM consolidates data from products across Giacom's business, cleansing, enriching, and standardising processes to improve data quality. This ensures consistency and accuracy across Giacom's platform.

Flexibility
With a flexible and composable architecture, Giacom can efficiently utilise Bluestone PIM as a backend to its partner portal, certifying that data is accessible and synced in real-time.

Operational efficiency
Bluestone PIM streamlined repetitive tasks related to product information management, freeing up valuable resources and enhancing overall operational efficiency.

Growth and innovation
With Bluestone PIM's powerful package business capabilities, Giacom can grow and expand its solution according to its business needs.

> Bluestone was not only big enough to meet our current needs but also provided a scalable solution that gave us confidence that new products could be built, enriched, and published at pace. This was proven when Giacom launched their new Cellular IoT solution in June 2024 - Product and Marketing teams mobilised and used PIM to quickly build categories and products from the ground-up, publishing them to all Giacom Partners in the B2B Cloud Market portal within a few hours.

Simon Machin
Product Owner
Giacom

Bluestone PIM

Implementing Bluestone PIM

Bluestone PIM implementation was handled by Giacom's IT teams with the support of Bluestone PIM consultants.

The project ran smoothly, with the solution going live for the first set of partners in 3 to 4 months.

" Bluestone's teams were incredibly knowledgeable and on-hand to support with training and support throughout the onboarding process. Whilst we were impressed with the PIM's out-of-the-box capabilities, it was great that we were able to enhance it with specific customisations and tweaks to meet our needs - the teams kept us in the loop and up to date with the progress of our requests throughout the implementation stages.

The teams engaged with large groups (up to 30 people per-session) to build excitement around the features and benefits of using PIM, which helped smoothen the transition for Giacom staff - specifically those with little familiarity of similar applications. **"**

Simon Machin
Product Owner
Giacom

Bluestone PIM

About Bluestone

Bluestone is a global software company with active users in 70 countries on 5 continents.

Bluestone PIM is the first MACH certified SaaS PIM platform. It is a highly flexible system that allows you to connect and share your product information with other software, marketplaces or platforms.

With Bluestone PIM you can:
– Create a single source of truth for product information,
– Get products to market faster, across all channels, geographies and languages,
– Maximize your productivity with collaboration features to enrich product data faster,
– Manage digital assets (DAM),
– Delight your customers with a consistent product experience across all your
  communication channels,
– Expand your capabilities with App Marketplace that provides additional applications.

Recognition and certification:
– The first PIM platform to become a member of the MACH Alliance.
– One of the first PIM platform to become a verified AWS Technology Partner.
– Recognized as "Major Player" by IDC.
– Listed in Gartner's "Market Guide for PIM Solutions".

Explore
Bluestone PIM

- 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

BOOK A CALL

Bluestone PIM

www.bluestonepim.com