



# Bluestone PIM Features *Overview*

WHITEPAPER

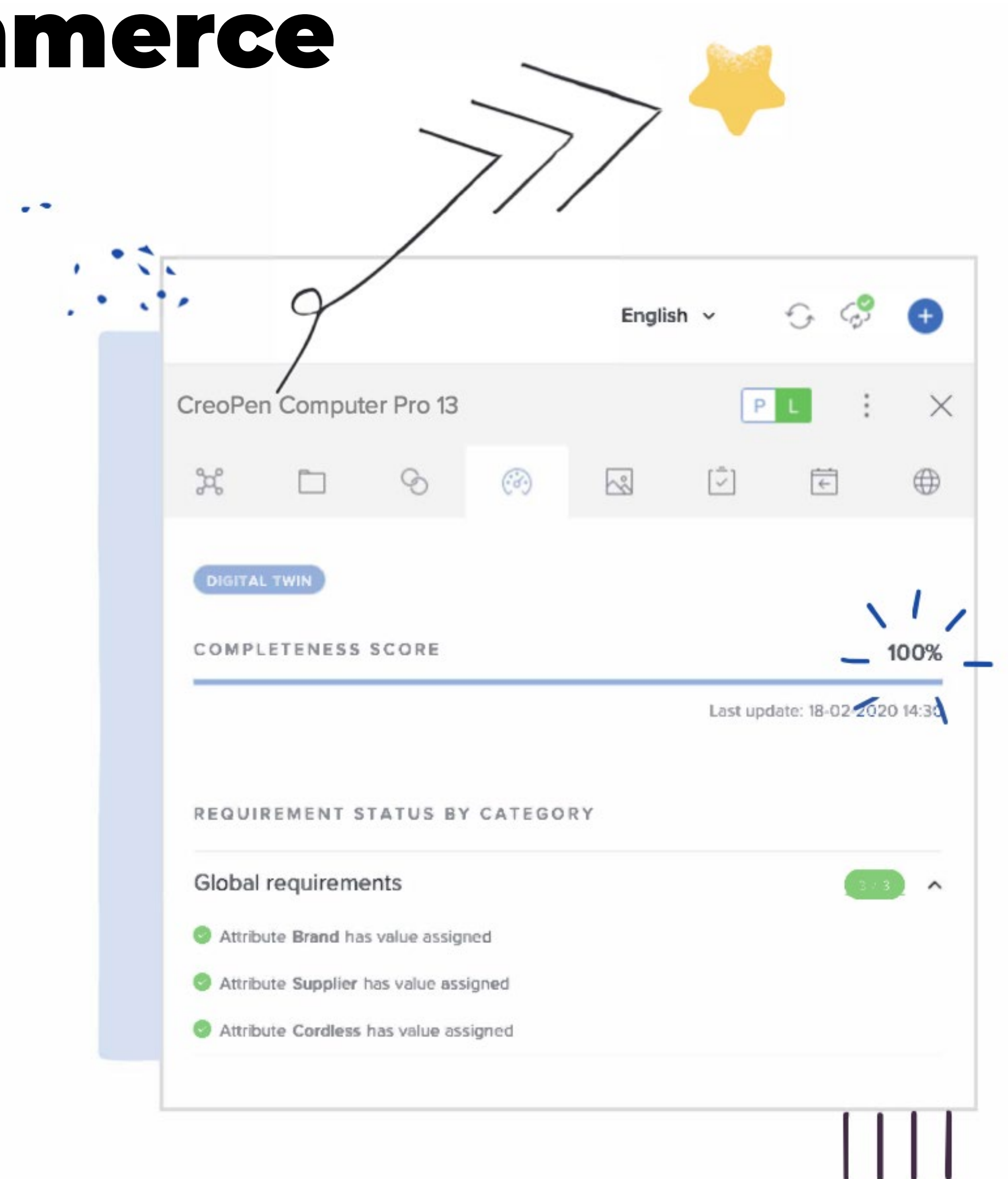


# The Heart of Digital Commerce

## Meet Bluestone PIM

**Composable architecture and connectivity are the keys to a future-proof e-commerce business. Start with an elementary particle which is product data, a digital equivalent of your product.**

Manage everything about your product information in MACH-driven product information management solution and create unforgettable product experiences. Benefit from omnichannel consistency with accurate product information displayed in all sales channels.



# First: Organize

Bring home product data from different sources and keep it accurate



## IMPORT DATA

Transfer product data into Bluestone PIM from a range of file formats such as xls or csv including AI-enhanced import features and custom templates. With complex imports, we can provide you bespoke support.

## CATEGORIZE PRODUCTS

Build a structure that fits your product categories and subcategories. Set default parameters for products with category-level attributes to ensure that no critical information is missing.

## CHANGE PRODUCT STATUSES

Use Published, Draft, Archived and other statuses to indicate whether each product should be published or not.

## NARROW DOWN YOUR VIEW

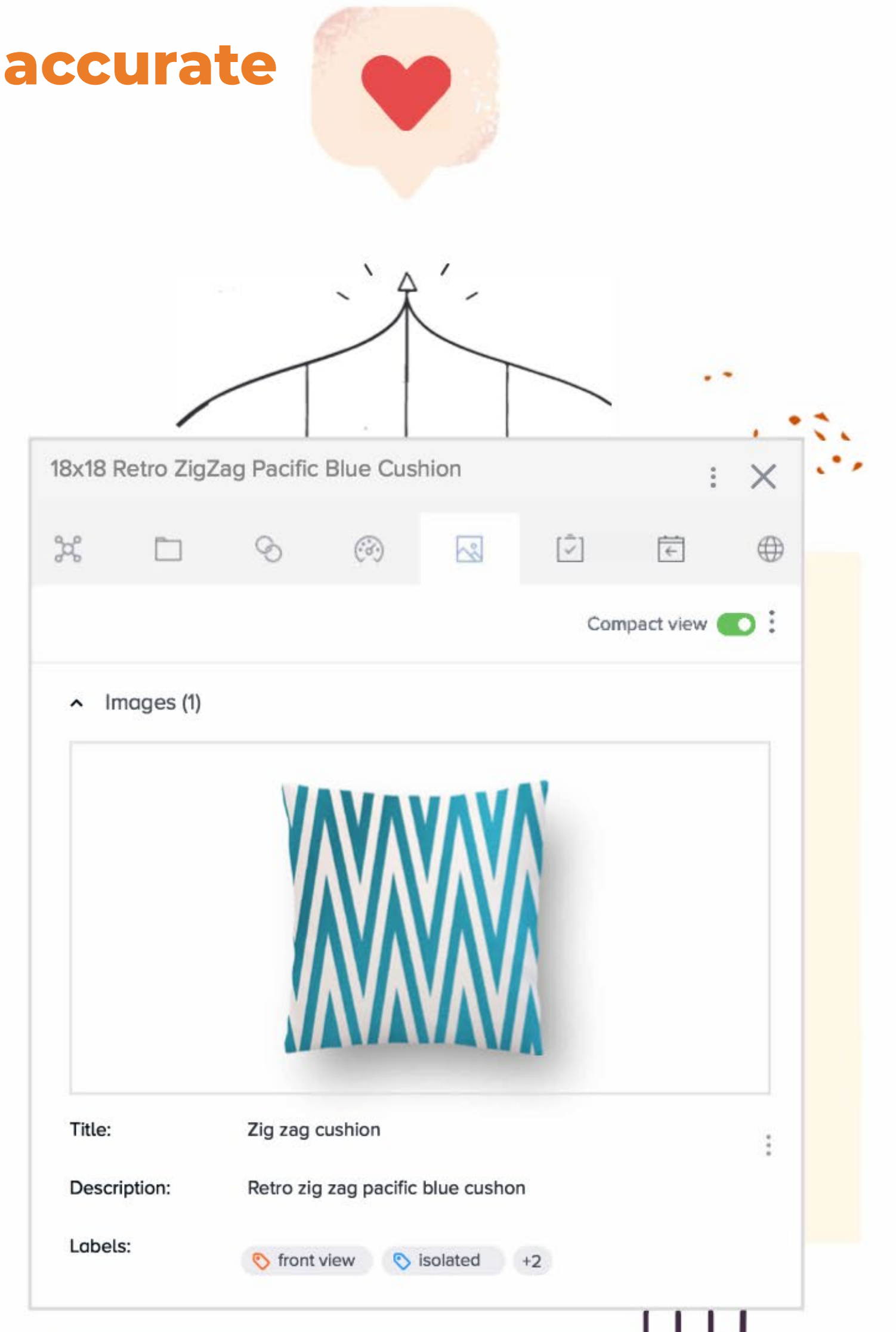
Thanks to flexible filtering options, you can quickly whittle down the product grid by categories and filters, save the result as View, and browse your saved Views.

## UPDATE PRODUCT EFFICIENTLY

Use your current selection of products to update multiple products with a single operation: publish, export, archive, bulk edit, and more.

## PERSONALIZE THE PRODUCT EDITOR (PPE)

Configure the product editor according to your specific needs, work more efficiently and share your platforms with external parties.



# Second: Enrich

Go beyond product names and descriptions to tell a great product story

## ADD ATTRIBUTES

Enrich product information by creating, editing or grouping product attributes. Maximize product information quality with validation rules and increase efficiency with compound attributes.

## CONTEXTUALIZE

Set up multiple versions of product information to suit different contexts and scenarios, such as country-specific or translated content.

## BULK ACTIONS

Regardless of the number of products, you can publish them, archive, move, or update their attributes in bulk. Move large selections of products into new categories.

## CHECK PRODUCT COMPLETENESS

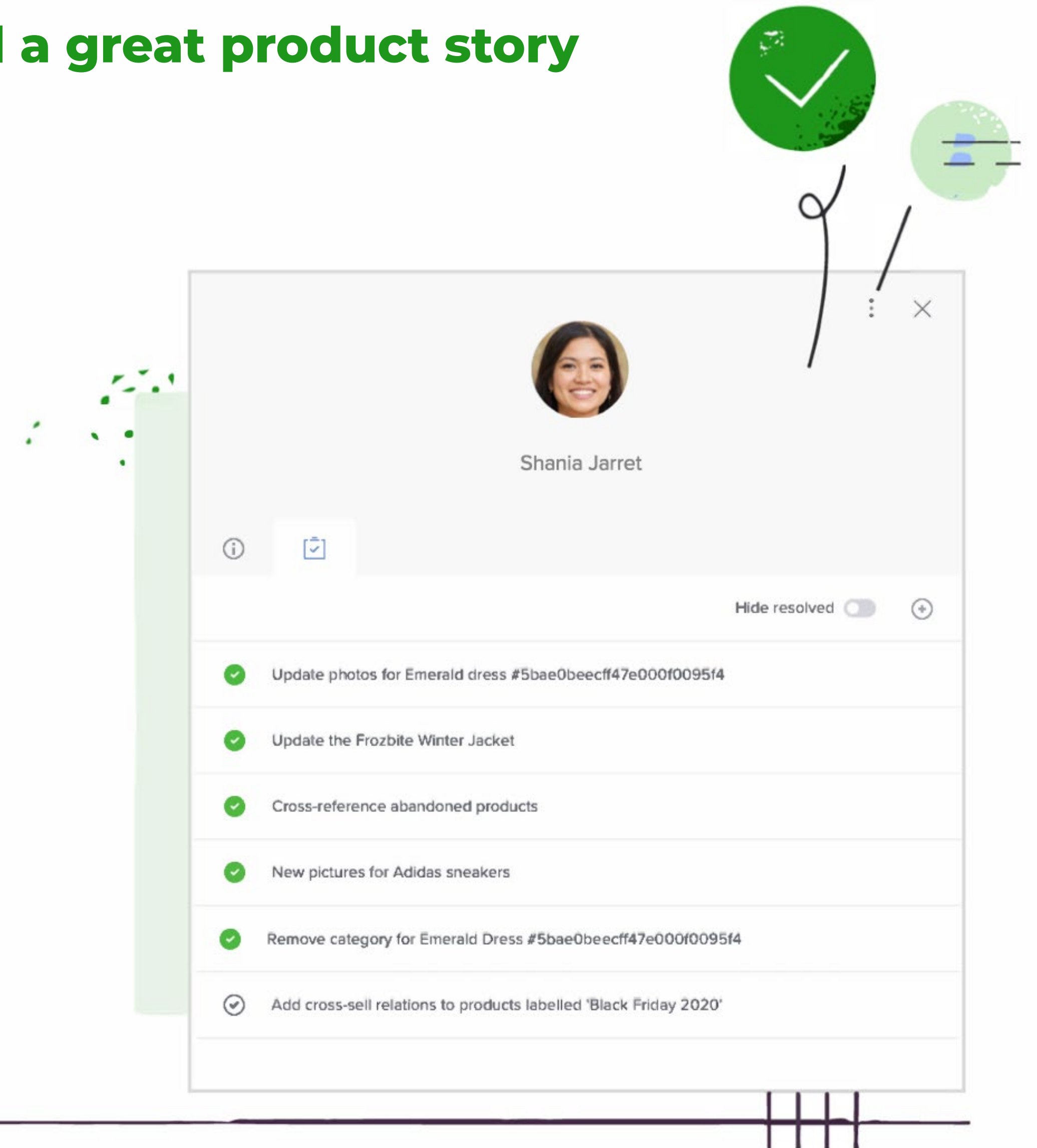
Get an overview of how much product work remains to be done, create customized requirements for products, identify missing content, and run checks before publishing a product.

## MANAGE DIGITAL ASSETS

Keep track of documents, images, videos, warranty cards, product sheets and other media. Connect them to products, bundles or even entire categories. The media library keeps historical versions of all your assets available.

## ALWAYS KEEP AN EYE ON

Add your saved views as widgets directly to the dashboard, and get instant updates about the status of your selected products as soon as you log in.





# Third: Team up

Work together to establish one source of truth for all product information

## SET ROLES AND PERMISSIONS

Invite colleagues, partners and suppliers to collaborate on product information that is relevant to each of them. With defined roles and permissions, you retain complete control over your products at any stage.

## WORK WITH TASKS

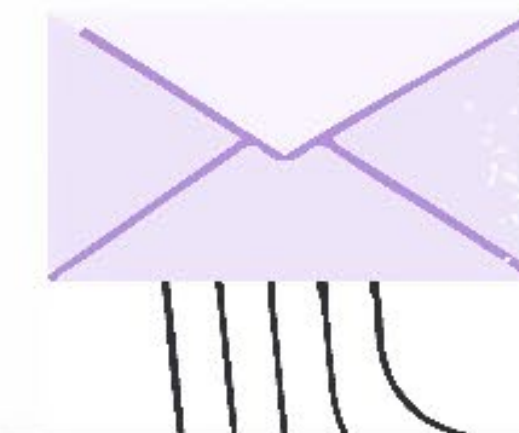
Work smarter by breaking product enrichment into manageable tasks. Set them as private or public and select deadlines and assignees. Tag products related to tasks individually or in bulk.

## EXCHANGE FEEDBACK

No need for so many emails. Start a conversation and reply to tasks within Bluestone PIM. Go back to the conversation whenever you want.

## ENRICH PRODUCTS TOGETHER

Thanks to product history, you can have an overview of who in your team has enriched any product at any stage.



Update description of Item #547PILLOW

Hi Lucas! Could you please update the description of this product? We have a new black and white variant on offer  
2 minutes ago by Lynda Firth [Reply](#)

Sure, no problem.

Also, please change the pictures. We have new high-quality pictures of 18x18 pillows in the media bank

Do you prefer the image with no background or the one from the living room exhibition?

Let's use the one with no background. Thanks!

[Comment](#)

# Fourth: Sell more

## Package and promote products in multiple ways to maximize your profits

### BUNDLE UP

Combine products in a bundle. Add relevant attributes and change their quantities. Need new bundles? Don't create them all over again. Just duplicate existing ones and modify them.

### SET PRODUCT RELATIONS

Implement product-to-product relations, such as upsell, is an accessory of, or cross-sell, to boost your e-commerce revenue.

### LEVERAGE OMNICHANNEL

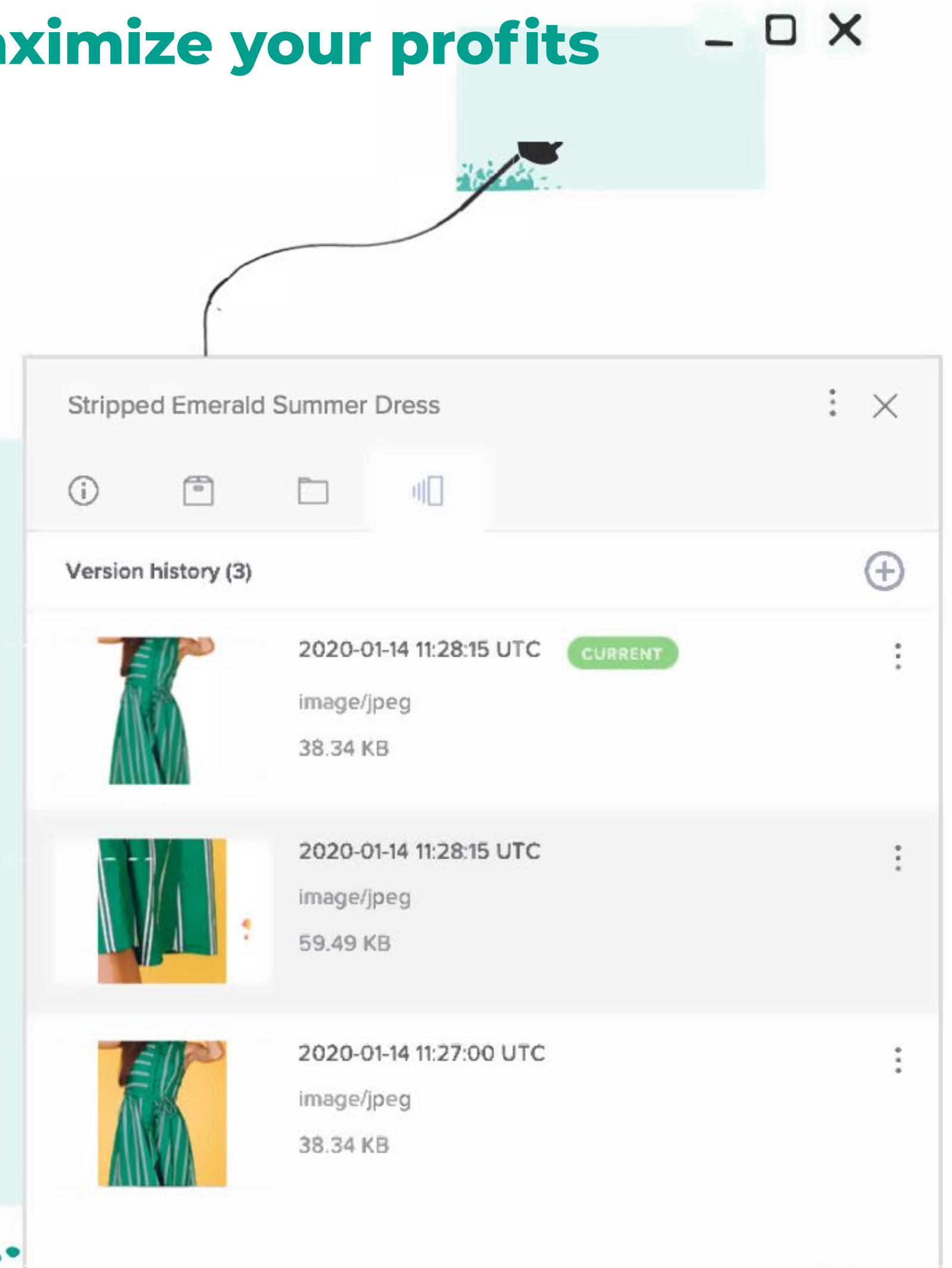
Sync your product information with Amazon Marketplace or Magento 2 store with dedicated Bluestone PIM marketplace apps to skyrocket your profits.

### CREATE PRODUCT VARIANTS

Gather variants of the same product and group them together. Set up variant-level attributes that will be inherited by all the products in each group. At any moment, you can add existing products to the variant group or create a variant from scratch.

### EXPAND YOUR OFFERING

Reuse an attribute structure that you've already created. Save it as a product template, apply to as many products as you want, and quickly publish new products to sales channels.





# Marketplace of Apps

Add value to your eCommerce stack with native and partner apps

**Increase sales and marketing opportunities by adding perfectly fit apps and integrations to your PIM. In Bluestone PIM Marketplace you can find many integrations with CMS, DAM, industry databases, AI-powered tools including:**

## CONTENTSTACK CMS INTEGRATION

Transfer your product data from Bluestone PIM to world-class headless CMS and create rich and consistent product experiences on websites or in apps.

## ADOBE INDESIGN SYNC

Extract data from Bluestone PIM and create print-ready catalogs. Work with templates in Adobe InDesign and sync content changes back to PIM.

## PRODUCT SHEET PDF GENERATOR

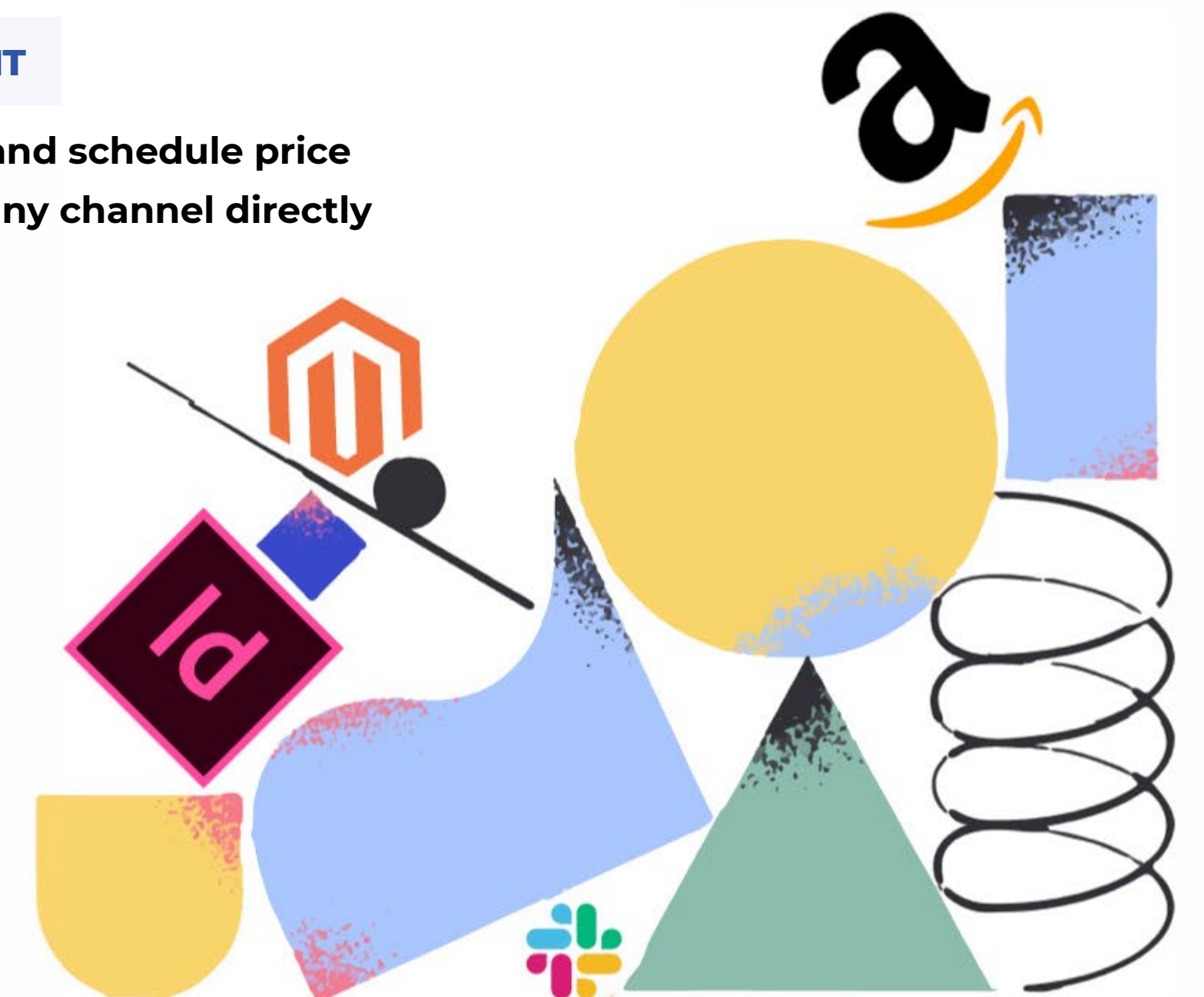
Generate a PDF with data from PIM based on a predefined product-sheet template. Store it automatically in Bluestone PIM DAM feature.

## MAGENTO 2 APP

Seamlessly transfer your product data from PIM to Magento 2 using the designed sync for products, images, categories, product relations, and attributes.

## PRICE MANAGEMENT

Set product prices and schedule price changes affecting any channel directly in Bluestone PIM.



# A cloud of benefit

## Product Information Management for the IT crowd

### Connect product information through REST API endpoints

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

#### FLEXIBLE

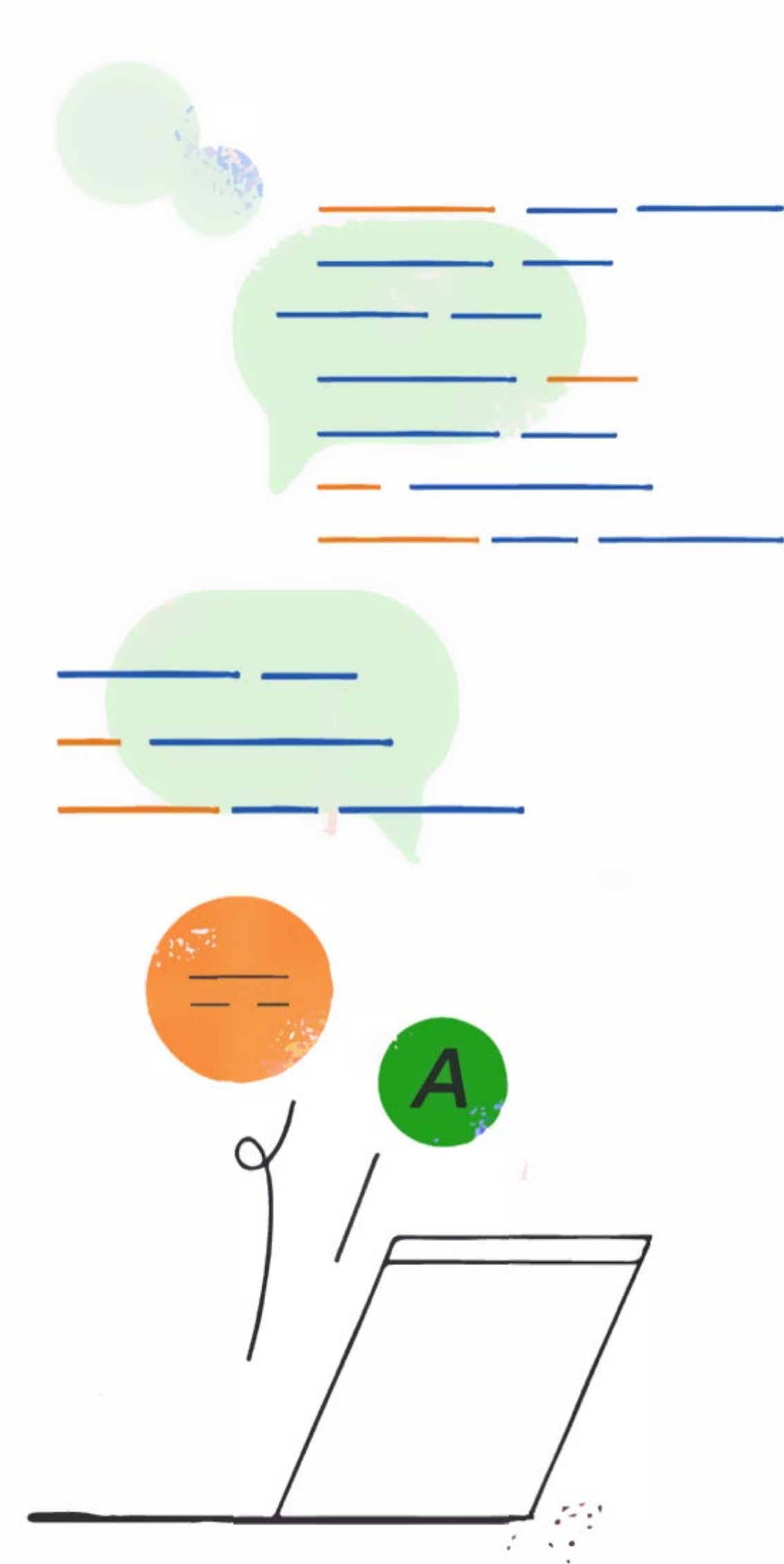
Bluestone PIM is split into multiple microservices which scale up and down dynamically depending on usage - you won't be affected by other users' use, and will always have a power reserve for that big processing task.

#### AVAILABLE

Our operational model allows us to update services without taking the solution offline. We keep our services and databases running across multiple data centers (availability zones).

#### SECURE

All of our services run in secure data centers and servers operated by AWS. The data centres are ISO 27001 certified and SOC1/SOC2 compliant. All communication to and from Bluestone PIM is encrypted and all API requests require authentication and authorization using OAuth2/ Open/D Connect and JWT.





# Get the most out of the only MACH-based PIM!

## Product Information Management Solution for Innovators

### MACH-based PIM technology will help you:

- Future-proof your business
- Scale with demand
- Trigger revenue growth and optimize costs
- Accelerate your time-to-market
- Build omnichannel strategy

To date, MACH technology is the most innovative enterprise technology ecosystem that enables businesses to be more agile in the digital space. MACH stands for:

#### M – MICROSERVICES-BASED ARCHITECTURE

which enables you to keep the software up to date while performing their daily tasks without interruption.

#### A – API-FIRST APPROACH

which gives you a leg up for the future by opening up integration opportunities with other systems. You will be able to connect Bluestone PIM with apps that don't exist yet.

#### C – CLOUD-NATIVE SAAS

which provides customers with robust security, agility and elastic scalability. You can leverage the full power of the cloud, including storage, unlimited scalability, hosting, and automatic updates.

#### H – HEADLESS COMMERCE

which enables you to quickly implement new solutions without having to reconfigure everything.



ALLIANCE

# Delight and engage your customers

## Product Information Management for marketers and eCommerce managers

### Nail the sale thanks to great product experience

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

#### ONE SOURCE OF TRUTH

Clarity over where to update product information.

#### TOOLS FOR MARKETERS

Apps for campaign and voucher management, InDesign sync, Slack notifications and more.

#### FLEXIBILITY

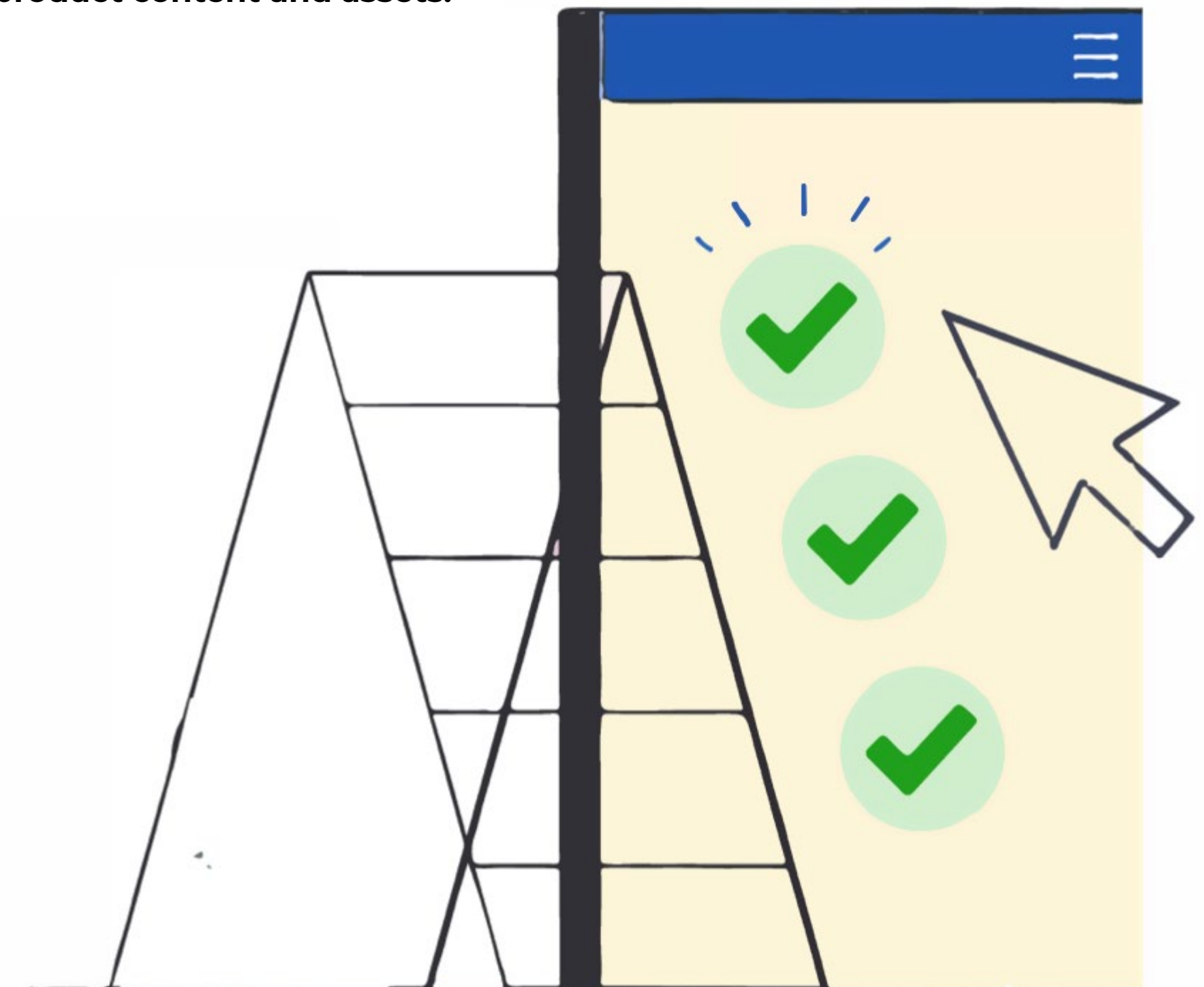
Flexible product attribute structure that fits your growing needs and unlimited use cases.

#### ALWAYS CONNECTED

Multiple integrations with ERP and sales channels.

#### CONTEXT-SPECIFIC

Multiple contexts and translations for product content and assets.





# Features

## Bluestone PIM features

<b>Products</b>	✓ Content management	✓ Category-level attributes	✓ Customizable product templates
	✓ Data import and export	✓ Variant-level attributes	✓ Product bulk editing
	✓ Digital asset management	✓ Compound attributes	✓ PDF generator
	✓ Asset information	✓ Product bundling	✓ Personalized Product Editor
	✓ Media labels	✓ Product catalogs	
	✓ Product variants	✓ Language versions	
<b>Users</b>	✓ Customizable product grid	✓ Chat	✓ Access control
	✓ Dashboard widgets	✓ Advanced task management	✓ Onboarding
	✓ Personalized library of Views	✓ Roles and permissions	✓ Live support
	✓ Multi-user	✓ Advanced notifications	
<b>Analytics</b>	✓ Product completeness	✓ Search functionality	✓ Validation rules
	✓ Data visualization	✓ Product history	
	✓ Product version control	✓ Advanced filters	
	✓ Data quality control	✓ Product statuses	
<b>Strategy</b>	✓ Marketing and ecommerce apps	✓ Campaign management	✓ AWS technology
	✓ Cross-selling and upselling	✓ API and webhooks	
	✓ Marketplace integrations	✓ Flexible data modeling	

# Let's talk!

See Bluestone PIM in action

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## Schedule a demo:

- 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
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[Get demo now](#)

[CONTACT US](#)

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