CASE STUDY

Composable PIM System for a Global Enterprise

Discover how Saint-Gobain Distribution Norway leverages PIM to scale their operations.

Bluestone PIM

Saint-Gobain Distribution Norway AS (referred here as SGDN), is a leading distributor of construction materials, timber, and interiors in Norway, with over 3,550 employees.

SGDN comprises several other businesses, including Brødrene Dahl, Optimera, Montér, Ventistål, and Flisekompaniet.

The company is owned by the French public company Compagnie de Saint-Gobain S.A.

Industry: Retail and distribution of building materials

Number of SKUs: 750.000

Revenue: $USD 2 billion

Operating countries: Norway

Main integrations: Suppliers' data, ERP (M3), NOBB, Excel spreadsheets

"
The flow from the start of the product to the end product is easier and faster. We provide better quality products to our customers. With Bluestone PIM, we can easily integrate with other platforms and now we work better between different parts of the organization to provide better quality data.
"

Thomas Fehn,
Chief Digital Information Officer, Saint-Gobain Distribution Norway

Business Challenges

1. **Large number of products and complex enterprise structure**

SGDN operates in silos using different solutions. The company needed a solution to handle data quickly and implement both standardization and customization in product data management processes.

2. **Lack of central portal for supplier's data**

SGDN needed a space where hundreds of suppliers could access a PIM software to apply accurate data efficiently without increasing the workload on the company's end.

3. **A need for fast, scalable PIM system**

The previous PIM provider was unable to cope with the expected need for speed, which had an impact on the company's bottom line. Scalability was, therefore, a crucial aspect in considering a new vendor.

4. **Multiple product data hubs**

Besides a central repository for suppliers, the company integrates product data from various sources like ERP, NOBB (Norwegian Industry Database), and Excel.

Solution

The customer found Bluestone PIM user-friendly, scalable, and easy to implement. Plus, the software was well suited to be used in all companies being part of Saint-Gobain Distribution Norway.

With vast experience in scalable and composable technologies, Bluestone PIM integrated all SGDN data layers from various solutions and frameworks.
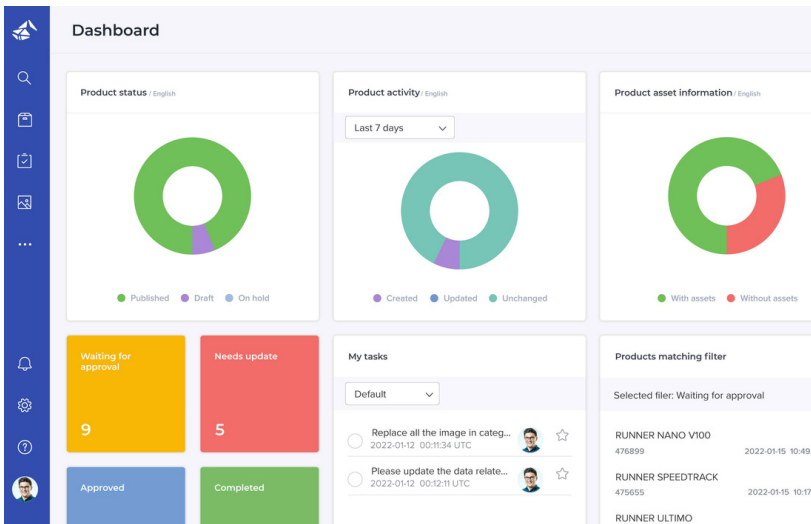
SGDN needed a robust PIM platform that could help effectively manage and handle large quantities of data, ensuring consistency across all channels.

Just with one brand alone (Optimera), Bluestone PIM platform was contracted to handle around 600,000 products.

Implementation

Bluestone PIM implementation was run in cooperation with, among others, solution partner Epinova, a Norwegian consultancy firm with extensive expertise in digital commerce and creating high-performing websites.

> **Bluestone PIM is an extremely versatile and capable solution, and our consultants were impressed with the attention given to facilitate a simple integration process. Our partnership with Bluestone PIM is built on a high level of mutual trust and a strong ownership to our respective deliverables.**
>
> **The complexity of this project, including solutions for multiple operating companies, required both parties to deliver at the top of our game. It was inspiring to observe their responsiveness and impressive customer support first hand.**
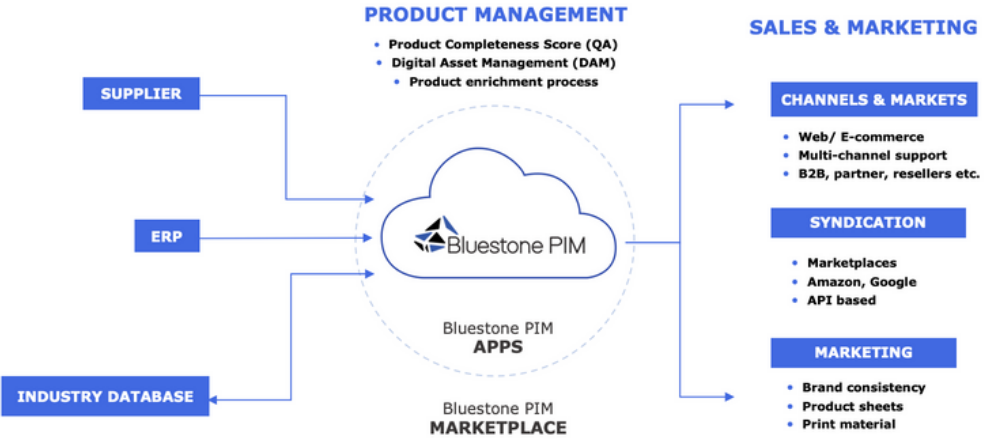
Morten Blomfeldt,
Head of Client Development and Advisory Services, Epinova

The onboarding process took from 3 to 8 months for their various companies, with the joined forces for IT, Bluestone, and System Integration partners.

Outcomes

Bluestone PIM transformed the way Saint-Gobain Distribution Norway cooperates with subcontractors.

Using Bluestone PIM's supplier portal, the product information is distributed across the company's network while maintaining significantly improved data quality.

PRODUCT MANAGEMENT
- Product Completeness Score (QA)
- Digital Asset Management (DAM)
- Product enrichment process

SALES & MARKETING

SUPPLIER

ERP

INDUSTRY DATABASE

Bluestone PIM
APPS

Bluestone PIM
MARKETPLACE

CHANNELS & MARKETS
- Web/ E-commerce
- Multi-channel support
- B2B, partner, resellers etc.

SYNDICATION
- Marketplaces
- Amazon, Google
- API based

MARKETING
- Brand consistency
- Product sheets
- Print material

The supplier portal makes our products stand out with unique product information and media that no other competitor has. Not only do we get better quality products, but we also add a lot of work from our organization to the suppliers. It's a win-win situation.

Thomas Fehn,
Chief Digital Information Officer,
Saint-Gobain Distribution
Norway

Bluestone PIM

Efficient collaboration

With Bluestone PIM, SGDN's teams can easily follow up with the suppliers with a workflow.

Bluestone PIM's Completeness Score

This feature helps suppliers identify which products are the best performing and provide accurate product information.

Automated tasks

SGDN's teams use automation to clearly distribute them when an update is required, for example, issues related to missing descriptions or lack of media.

Composable PIM

Composable PIM is a solution built on an open and scalable architecture such as MACH (Microservices, API-first, Cloud-native SaaS, and Headless).

This new type of PIM tool frees enterprises from vendor lock-in, enabling them to be principal architects of their commerce stack.

Composable PIM like Bluestone PIM can be merged with other best-of-breed solutions to respond to complex business requirements.

Bluestone PIM

Top Bluestone PIM Features

Here is how Bluestone PIM matched SGDN's requirements for efficient management of product information:

Excel import and export — teams easily attach hundreds of accessories in a short operation and move products from single to variant groups.

Supplier portal — users can invite suppliers to collaborate on products and avoid the chaos of managing documentation provided in multiple formats.

Data Asset Management (DAM) — digital assets can be edited, managed, and published within the Bluestone PIM platform and full integrated external DAM tool.

Task management — teams can break down product enrichment into manageable tasks, then set visibility and select deadlines and assignees. Users can also tag products related to tasks individually or in bulk.

> **We especially like the Bulk Edit feature. With this tool, we can edit a lot of product data at the same time and compare products to each other. This is very useful when working with a big amount of product data.**

Thomas Fehn,
Chief Digital Information Officer,
Saint-Gobain Distribution
Norway

Bluestone PIM

Bluestone PIM:
The First MACH-Based PIM

A PIM solution for

Business Development

Stay ahead of competition with a reliable provider of PIM technology

- 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

Sail your sales 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
- Take advantage of smart Marketplace Apps

IT & Data Governance

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

Find out how PIM works in practice

Request a demo meeting 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

BOOK A DEMO

WEBSITES

MARKETPLACES

APPS

STORES

POINT OF SALE

CAMPAIGNS

SOCIAL COMMERCE

SUPPLIERS

DISTRIBUTORS

DATA POOLS

APIS

Channel manager

NAME	TYPE	DATA FEE
Webshop	API	Public API (
Daily export	FILEBASED	Public API (
eBay	API	Public API (
Target	WEBHOOK	Public API (
NOBB	FILEBASED	Public API (
Walmart	WEBHOOK	Public API (

About Bluestone PIM

Bluestone PIM 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".

Bluestone PIM

www.bluestonepim.com