

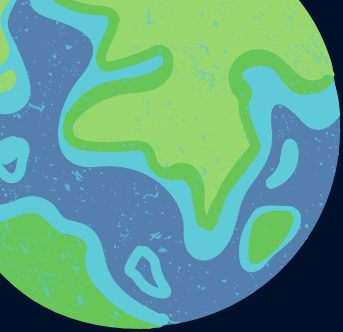


PIM

In The Retail

Space

WHITEPAPER



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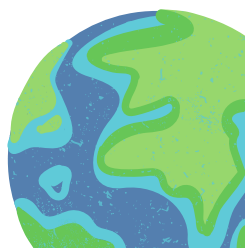
Benefits of working with Product Information Management (PIM) software for retailers

How Bluestone PIM can help you

- One central repository for all product information
 - E-commerce in multiple channels
 - Effective collaboration on product data
 - External access for subcontractors
 - Managing different contexts and languages
 - Product sheets
 - Printed and digital catalogs
 - Supplier portal
 - Content staging
 - SEO optimization
 - Growth support
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Bluestone PIM advantages

Find out how Bluestone PIM supports top companies





The retail industry continues to grow. In 2021, retail e-commerce sales worldwide totaled approximately **4.9 trillion U.S. dollars**. This figure is forecast to grow by 50 percent over the next four years, reaching about 7.4 trillion U.S. dollars by 2025.

The year 2022 could be a turning point. According to [Insider Intelligence's forecast](#), global retail and e-commerce spending will stabilize, shopping habits will solidify, and the pressure on businesses to adapt will be paramount.

Shoppers still remain in the driver's seat. After two years of pandemic turbulence, they will return to stores in 2022 expecting their favorite brands to offer tools that connect digital and brick-and-mortar shopping experiences. So will same-day delivery, personalization, omnichannel and sustainability (which were cited as top retail trends for the coming years).

A new way of digital commerce is coming and it's called **composable commerce**, combining best-of-breed components. It is giving companies the flexibility to experiment with new solutions and quickly respond to the changing demands of today's markets. New solutions can be integrated quickly and easily thanks to platforms based on **MACH architecture** (microservices, API-first, cloud-native and headless).

To stay competitive and become future-proof, today's retailers must follow demanding customers and keep pace with the changing market. Working with efficient product data management can make their jobs easier and overcome challenges like:

- How to organize product data from different sources (complex data, collaboration between different departments, DAM, access from external users, etc.)?
- How to quickly and easily connect to many sales channels?
- How to manage a growing amount of data?

“ Companies operating in the global retail industry can effortlessly manage their product data and improve their **sales performance** by implementing the PIM platform.





BENEFITS OF WORKING WITH PRODUCT INFORMATION MANAGEMENT (PIM) SOFTWARE FOR RETAILERS

-  Seamless product experience across all e-commerce channels
-  Brand consistency across channels
-  Synchronization with third-party systems (Partner Portal, ERP)
-  Central repository for all product information
-  Product attributes management
-  Efficient collaboration on product data
-  Printed and digital catalogs
-  Managing different contexts and languages
-  Product content staging
-  Supplier portal
-  Product sheets
-  SEO optimization
-  Growth support

Our team has seen how these benefits improved the business performance of our clients operating in the retail industry.

/OPTIMERA/

 *ColorLine*

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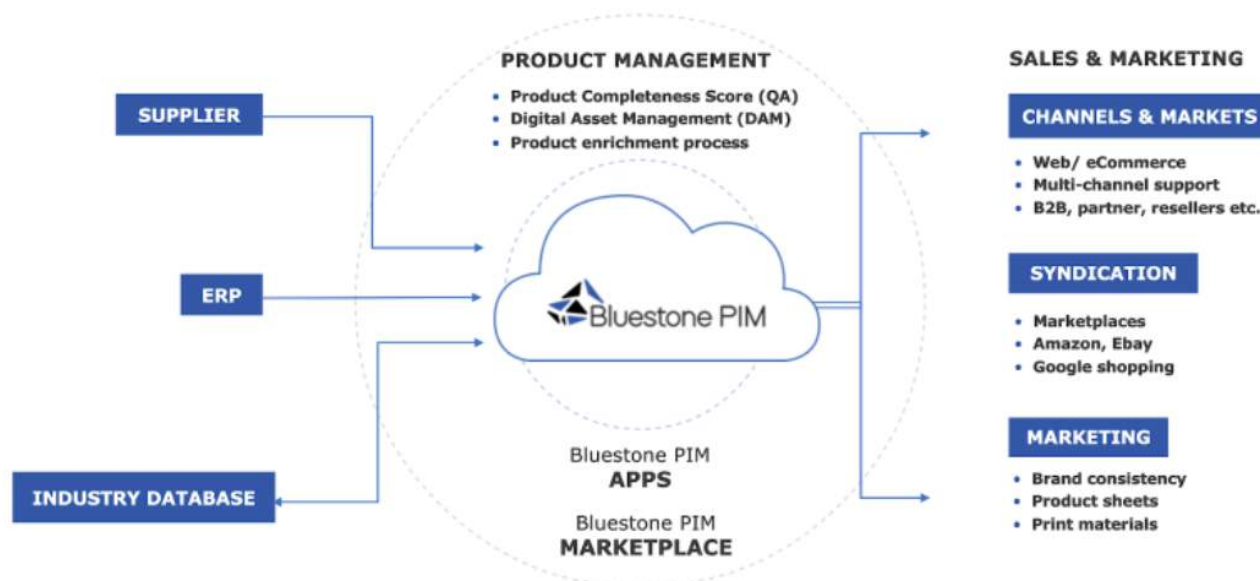
Sportsnett

Bluestone PIM provides the first MACH-based product information management software to help companies become more agile and improve their sales performance.





How Bluestone PIM can help you



One central repository for all product information

Thanks to being based on 100 APIs Bluestone PIM can be easily connected to your webshop, ERP system, industry databases, or other external sources and bring all product data together

Having one source for all product information reduces acquisition costs and provides a single view where you can easily search, update and publish product information across all channels, devices, and languages.





Bluestone PIM in Color Line, Norway's biggest cruise and ferry company

“We are using PIM as master for all our retail items. PIM handles data quality of key attributes. Plan is to extend the usage of PIM to be master of all products through the entire business. The PIM solution is a key part of the process of getting full control of our assortment, and up to date product information in all systems.

Bluestone PIM is a true example of API first application. All essential functions regarding data exchange are available through API's”

Christoffer H., Solution Architect

E-commerce in multiple channels

PIM should handle all retail-specific product attributes and provide media management to collect and share rich product information so that customers have a 360° product experience.

Retailers that rely on multichannel and omnichannel strategies can instantly distribute product content to multiple marketing and sales channels through Bluestone PIM. All this is possible thanks to the marketing and e-commerce apps and [marketplace integrations](#).

Regardless of how many products you are working on, you can update their attributes in bulk. Move entire product groups to different categories in seconds.

In Bluestone PIM you can manage channels in separate catalogs and link them together to get a clear overview of your message.

These features help you ensure accuracy and consistency of product information across multiple touchpoints and brand consistency across channels.





Effective collaboration on product data

Working on separate documents and spreadsheets within a team can lead to duplication of effort and error-prone product data. Not to mention how time-consuming this work is. When you set up product information management as a central repository, everyone can collaborate and establish a single source of truth.

Your team can work smarter by breaking product enrichment into manageable tasks. Tasks can be shared with set deadlines and assignees. Team members don't have to send emails about specific product tasks anymore. They can share feedback and exchange messages exclusively within the PIM platform.

Tasks

NAME ↓	STATUS
Check ten quality on this	Unresolved
Update picture	Unresolved

My tasks

By due first

- Update MacOS
2021-05-03 00:00:00 UTC
- Review product category featu...
2021-06-11 00:00:00 UTC
- Improve descriptions on All-m...
2021-06-24 00:00:00 UTC

[View all](#)

Create new task

Name: Add AirPods to iPhone Accessories

Assignee: Marcus Arnold

Description: Create English and international content for a new product line

Due date: 2021-07-12

Type: Public Private

[Save](#) [Cancel](#)





External access for subcontractors

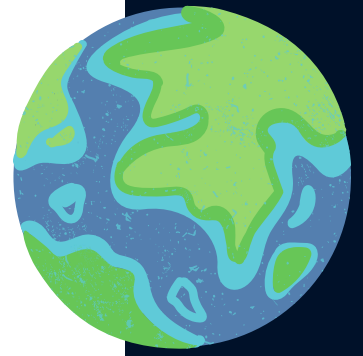
Thanks to external access within the PIM you can also collaborate with your partners and subcontractors (e.g. marketing or translation agencies) on product information that is relevant to each of them. You can define roles and permissions to have complete control over products.

Managing different contexts and languages

The trick to providing a seamless customer experience is to deliver the right message in the right channel at the right time. The context-aware information is critical to this. With PIM software, you can set up multiple versions of product information for different scenarios. Are you entering new markets? In PIM you can also easily manage country-specific content.

Product sheets

With [PDF Generator](#), the app available in Bluestone PIM, you can say goodbye to creating product sheets manually. Without having to use advanced design software, users create high-quality, multi-language documents: product sheets, technical datasheets, and safety data sheets based on predefined templates with preferred company branding. All sheets are maintained and stored in DAM.



Printed and digital catalogs

When creating product catalogs, product information is usually exported to Excel and then manually added to Adobe InDesign. That sounds like pretty tedious manual work. With [Adobe InDesign Sync](#) in PIM, you can easily import product information into InDesign without copying and pasting from spreadsheets. Any changes you make in Adobe InDesign are automatically updated in PIM.

Supplier portal

Bluestone PIM helps you avoid the chaos of managing supplier-provided documentation saved in multiple formats. With strict access control, you can invite suppliers to collaborate on products to add more valuable content and ensure that they provide you with the right data in the right format.

Content staging

In Bluestone PIM, you can publish your minimum viable content and enrich it later or refine the content as a draft until it's just perfect. Completeness Score insights in the PIM help teams fix issues like missing attributes or specific image sizes, so no incomplete product will go live undetected.



SEO optimization

SEO is all about visibility. When it comes to search engine optimization, visibility is the first and most important goal for any business because consumers only recognize - and prefer - brands that show up on the first search result page.

With Bluestone PIM, you can create original and search engine friendly product content across all your platforms and avoid Google's penalties which will result in higher SEO rankings.

Growth support

Product information management can easily grow with your data storage. Thanks to cloud technology Bluestone PIM enables the management of up to 2 million SKUs.



Bluestone PIM in Starboard, a premium windsurfing & paddle boarding brand

“After having evaluated over 40 different suppliers we believe that Bluestone, with Bluestone PIM and their commerce Apps, is the one most capable of providing the flexibility needed for our product data and business requirements.

We believe Bluestone PIM can truly change we work with the digital twins of our products.”

Viktor Lövgren, IT Project Manager at Starboard



BLUESTONE PIM ADVANTAGES

Dynamic updates

Bluestone PIM can exchange live product information with IT components (ERP, CMS, e-commerce platforms) on the fly!

Flexibility and scalability

Built on AWS, the most secure cloud platform, Bluestone PIM leverages the full cloud potential of unlimited scalability. It scales right with your business (without any additional charges).

The first MACH-based PIM

Bluestone PIM fits into the MACH architecture (Microservices, API-first, Cloud native, Headless), one of the most modern and future-proof technologies currently available in the IT world.

Seamless product experience

Easily manage your product content across all channels and deliver consistent messages to your customers at every touchpoint.

Marketplace of apps

Bluestone PIM fits perfectly with popular apps to bring more sales and marketing benefits.



Find Out How Bluestone PIM Supports Top Companies

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](#)



www.bluestonepim.com

