Headless PIM

Freedom in creating your commerce stack

STARBOARD
INNOVATION QUALITY

CASE STUDY

> We evaluated over 40 different suppliers, but after reviewing Bluestone PIM along with 7 Peaks Software as our implementation partner, we knew that a headless solution would give us the freedom to create the business edge we need.

Viktor Lövgren
Head of IT and Ecommerce
at Starboard

About Starboard

Starboard is a world leading water sports brand with headquarters in Bangkok, Thailand.

The company distributes puddle boards, windsurf and SUPs worldwide through a B2B e-commerce platform.

With 25 years of experience in board design and development, Starboard sets a very high standard for quality, while bringing innovation and unique designs to surfers all around the world.

Bluestone PIM

Business challenge

» No central solution to manage the whole ecosystem and finding "one source of truth" for product information management ended up being extremely tedious.

» Product information in ERP systems presented limitations in terms of the lack of media such as images or videos.

» Tracking the updates across all the data within Google Drive, DropBox and other sheets became overwhelming.

Solution

» Bluestone PIM provides Starboard with flexibility and easiness of cooperation between the teams. The solution, itself, proved to be extremely easy to navigate.

» The scalability of the solution enables the company to grow globally.

» Starboard products are very seasonal and require constant updates. Bluestone PIM works very well here because of its adaptability to the specific business niche.

Bluestone PIM

Implementation

» The onboarding process went very smoothly and was supported by Bluestone PIM solution partner based in Thailand - Seven Peaks Software.

» Starboard completed several staff training in-house using Bluestone PIM documentation with our solution partner.

Whenever we require changes, we manage all the data in Bluestone PIM, ensuring we always have the latest data about our products or prototypes as things change quite rapidly in our type of business.

Viktor Lövgren
Head of IT and Ecommerce
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Bluestone PIM

Outcomes

» Starboard highly values the importance of having an all-in-one solution for their business and recommends Bluestone PIM for managing product data across multiple shop fronts and customer-facing applications.

» Starboard is now able to integrate and sync with leading composable commerce and CMS platforms.

» Bluestone PIM has significantly improved Starboard's data management, saving a lot of time for the teams.

» Adopting a PIM software based on MACH principles signifies a modern software stack built on microservices, ensuring flexibility and scalability compared to a monolithic solution.

Headless PIM

Unlike traditional Product Information Management solutions, headless PIM decouples the back-end data management from the front-end presentation layer.

Headless is a component of MACH architecture (Microservices-based, API-first, Cloud-native SaaS and Headless).

It allows greater flexibility and customization in delivering product information to different touchpoints.

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The key features and benefits of using Bluestone PIM solution is the headlessness of it, which provides us with easily accessible data in a cloud that can be used whenever our business requires it.

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Viktor Lövgren
Head of IT and Ecommerce
at Starboard

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
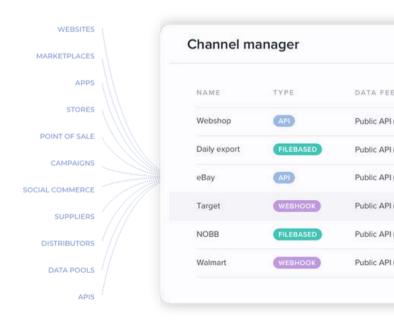
Connect product information through REST API endpoints

- 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

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".

Bluestone PIM