



Implementing a PIM Solution



CASE STUDY



Implementing Product Information Management

How Isola ensures product information consistency in international markets

About Isola

Isola is a producer and supplier of high-quality functional solutions for roofs, walls, floors and foundations, such as roof coverings, foundation wall membranes, windows and doors. Enjoying a leading position in the home market (Norway), Isola has established a strong presence in other markets across Europe as well.

Industry

Building & Industrial
Manufacturing

Revenue

\$80M

Number of SKUs

3,000

Integrations

Aspect4 ERP,
NOBB

Business Challenge

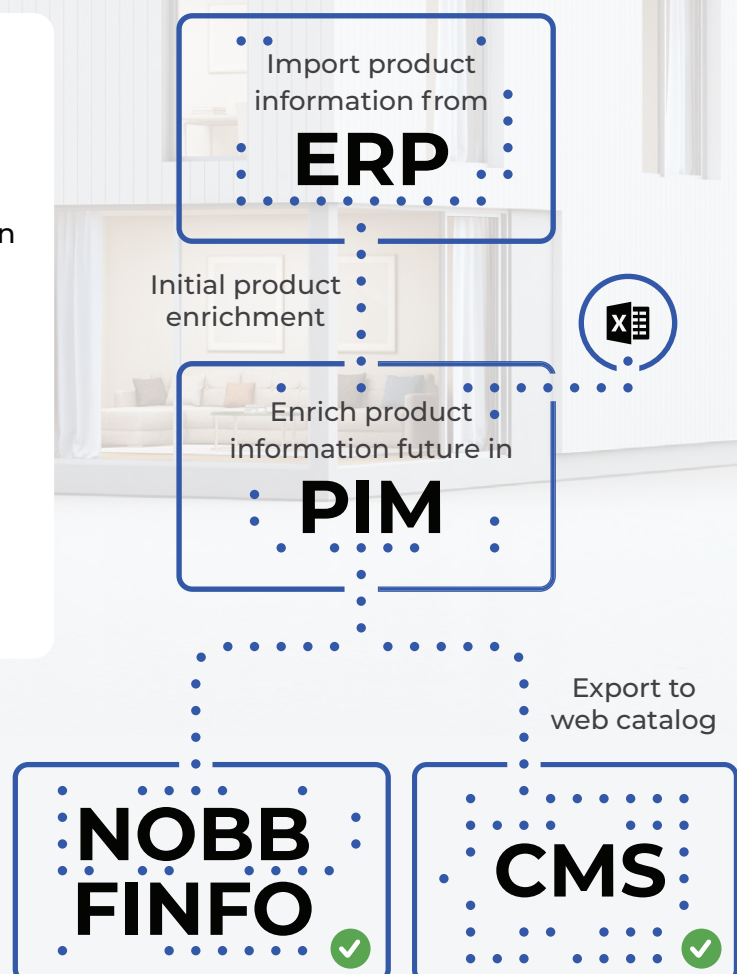
Isola's largest obstacle was having **no single reference point for product information** across the company's operations. The ERP system was the source of basic product information, while additional information was stored in local Excel files. These separate sources made it difficult to share product content internally, especially across the company's branch offices.

The team also recognised the **need to simplify data flow** with third-party systems. This included the ability to feed complete product data directly to the NOBB database, which is used for promoting construction products in Norway.

Product Information Journey

One outlet of product information for Isola is company-specific documentation - **Product Data Sheets, Product Catalogues** and **Assembly Manuals**. Apart from these, PIM feeds information to the CMS and the external database.

Export to third-party systems



Solution

- **Provided a central repository for all product content**, which combines data from the ERP system and any scattered sources.
- **Established clear processes** for working with product information, with regards to attributes, catalogues and digital media.
- **Facilitated exporting product information** to external databases, web catalog (CMS), and company-specific documentation, such as Product Data Sheets and Assembly Manuals.

Outcomes

- **One secure environment** for the company's product information.
- Better collaboration between Isola's departments on product information, resulting in **improved quality of data**.
- **A leap forward** in the company's digital transformation process.

After a careful selection process, Isola chose Bluestone PIM to solve their Product Information challenges

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Isola selected Bluestone PIM due to its **functionality**, platform flexibility, and a rich portfolio of additional **Apps** that makes it easy to expand our solution on demand.

Bluestone helped us in our transformation to **improve our digital business processes**.

Christine Øvrum Halvorsen

Web Editor at Isola

Bluestone PIM

Perfect 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
- ✓ Help yourself with 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



Let's talk!

Request a demo 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

Get demo now

ABOUT BLUESTONE

Bluestone is a fast-growing Nordic Tech company with a global reach. The company was established in 2015 to build Bluestone PIM, a disruptive SaaS platform for Product Information Management.



bluestonepim.com