PIM IN B2B SALES

UNLOCKING THE POTENTIAL OF PRODUCT DATA

CASE STUDY

✴ NEUMANN

Bluestone PIM

NEUMANN

PIM in B2B Sales. Unlocking the potential of product data

About Neumann

Neumann is a leading B2B distributor of construction products in Norway. From raw materials of timber and cement, through roofing, flooring, and walling solutions, to work tools and equipment, **Neumann** offers a wide selection of products designed for the demanding climate of the Nordics.

Number of SKUs
50,000

Integrations
Aspect4 ERP, Sitecore, NOBB

Industry
Building & construction

Revenue
NOK
1.4 billion

Business challenge:

- **Neumann** extracts **rich product information**, including images, datasheets, and documentation, from an industry database. The data is provided by manufacturers, and at times it is not optimized for customer experience.

- The sheer volume of the product portfolio calls for advanced technical solutions to ensure **high performance of the eCommerce website**.

- Category managers are responsible for overseeing entire product categories. Their work involves much more than updating product content, so automating **routine tasks** is both necessary and crucial.

Solution:

- **Bluestone PIM** became the **master copy for all product information**, making it possible to enrich or override industry database content as needed.

- The platform enabled **processing product content on the fly**, e.g. smart-cropping images and caching them for fast delivery.

- To make category maintenance easier, **a directory structure is automatically built** for product entries sourced from an external database. These entries are also pre-filled with basic category-level attributes (e.g. color and size).

Outcomes:

- Product information is **rich and consistent** and meets the company's standards for customer experience.

- Any changes in product information **sync seamlessly with the eCommerce platform**.

- Category managers are **well-supported** in overseeing their categories and can focus more of their efforts on growing the product portfolio.

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We evaluated many PIM solutions and selected **Bluestone PIM** based on its easy user interface, advanced data modeling, and modern application programming interface. SaaS delivery made the choice even easier.

We have integrated **Bluestone PIM** with our content management system Sitecore, and it all works very smoothly.

Bluestone has proven to be a solid partner and enabled us to increase our digital business volume dramatically.

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Joakim Solem

eCommerce Manager
at Neumann

Here's how Bluestone PIM matched Neumann's needs for efficient management of product information:

✅ ### A cloud-native solution to optimize the use of resources

Hosting product information in the cloud ensures **high availability** of product content assets for all the integrated solutions, including Neumann's B2B eCommerce portal. In addition, as a cloud-native platform, **Bluestone PIM** is capable of **delivering the assets at unparalleled speed**.

✅ ### Versatile integration

Product information in **Bluestone PIM** is accessible via **APIs**, which provide **a vast number of integration points**. This is not only so that external services can retrieve published product information easily, but also, it makes it possible to combine and enrich product information from various sources, like an industry database and an ERP system.

✅ ### Data modeling that supports minimizing manual work

Bluestone PIM enables a top-down approach to organizing product content which **saves time and keeps data clean**. Products share as many attributes as possible on the category and variant level. Advanced filtering and bulk editing also help to keep work with individual products down to the minimum.

PIM for all teams

Business Development

- 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

- 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

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

Bluestone PIM

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.