



Partner Sales Certification Program

DRIVE GROWTH WITH **MACH-CERTIFIED** PRODUCT INFORMATION MANAGEMENT SOLUTION

Version 2.1 2024



Bluestone PIM Certified

Who is the certification for?

This certification is perfect for consultants involved in the process of advising Bluestone PIM to clients and prospects. This training material is specifically designed with your needs in mind, providing an overview of Bluestone PIM features, capabilities, and advice from our experts.



Bluestone PIM Certified

Partner Sales

Bluestone PIM is the go-to platform for the next generation of product information management. By coming a certified professional in partner sales, you will develop your knowledge about Bluestone PIM features and capabilities.



Bluestone PIM Certified

Training Materials: Dive Deeper into Important Topics

This training material recommends other resources that can give a deeper understanding of our clients and expertise. While this training material is the only reference needed for your certification, please note that other resources are a good source of knowledge.

Don't forget to check our blog, videos, and eBooks for additional insights!



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Part 1 Introduction

About Bluestone PIM

Bluestone AS is a Norwegian company that was established in 2015 with operations in Norway (HQ), Sweden, Poland, and Thailand.

Bluestone PIM is a best-of-breed SaaS Product Information Management (PIM) solution built and housed entirely on AWS. An ecosystem of value-added applications is also available.

Bluestone PIM is used globally by e-commerce companies. It enables collaboration on product data enrichment, helps to manage digital assets (DAM), empowers retailers to create excellent customer experience, and makes the most of omnichannel consistency. We are also one of the **early adopters of MACH architecture** (Microservices, API-first, Cloud-native, and Headless) and a proud member of the MACH Alliance.



Part 1 Introduction

Bluestone PIM Security



All Bluestone's services run in secure data centers and servers operated by AWS. Data centers are ISO 27001 based and SOC1/SOC2 compliant.

In addition, we have rigorous security measures to ensure all customer data is private. Our network and services are monitored 24/7 for unusual activity. All communication to and from Bluestone PIM is encrypted, and all API requests require authentication and authorization using OAuth2/OpenID Connect and JWT.

Senior Management is committed to the implementation and maintenance of an Information Security Management System based on ISO/IEC 27001:2013 with related controls from ISO/IEC 27002:2013. It approves this document and policies within the ISMS. By establishing, documenting, implementing, monitoring, reviewing, and maintaining an ISMS based on the ISO 27001 standard, the company can have greater confidence in its personnel and better assurance of its business partners and customers. The ISMS is based on the Plan-Do-Check-Act (PDCA) model.

Part 1 Introduction

Bluestone PIM Security



Certain aspects of information security are governed by law or legally binding contracts, in particular:

- ✓ The General Data Protection Regulations (GDPR)
- ✓ Data Processing Agreements (DPA)
- ✓ Service Level Agreements (SLA)
- ✓ Customer contracts

The Information Security Architect takes overall responsibility for the development and implementation of the Information Security Management System. However, the senior management is responsible for implementing and allocating the necessary resources to new controls based on legal requirements, contractual obligations, and regular risk assessments.

Every employee of Bluestone PIM is responsible for maintaining the security of information on the desktop, servers, across networks, and in all forms. Furthermore, **employees must comply with all the policies, standards, and procedures set out in the ISMS.**

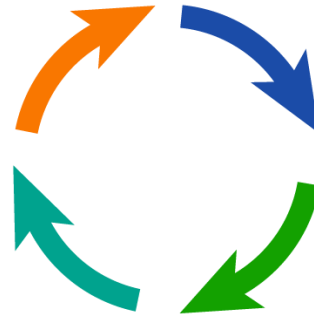
Overview of Bluestone's Information Security Management System (ISMS)

PLAN THE ISMS

- Obtain management support
- Define ISMS scope and goals
- Inventory information assets

IMPROVE THE ISMS

- Implementing improvements



ESTABLISH THE ISMS

- Manage risks
- Set up or update policies and procedures
- Implement controls
- Train employees

MONITOR & REVIEW PERFORMANCE

- Management review
 - Internal audits
- Measure control effectiveness

Part 1 Introduction

What is PIM?

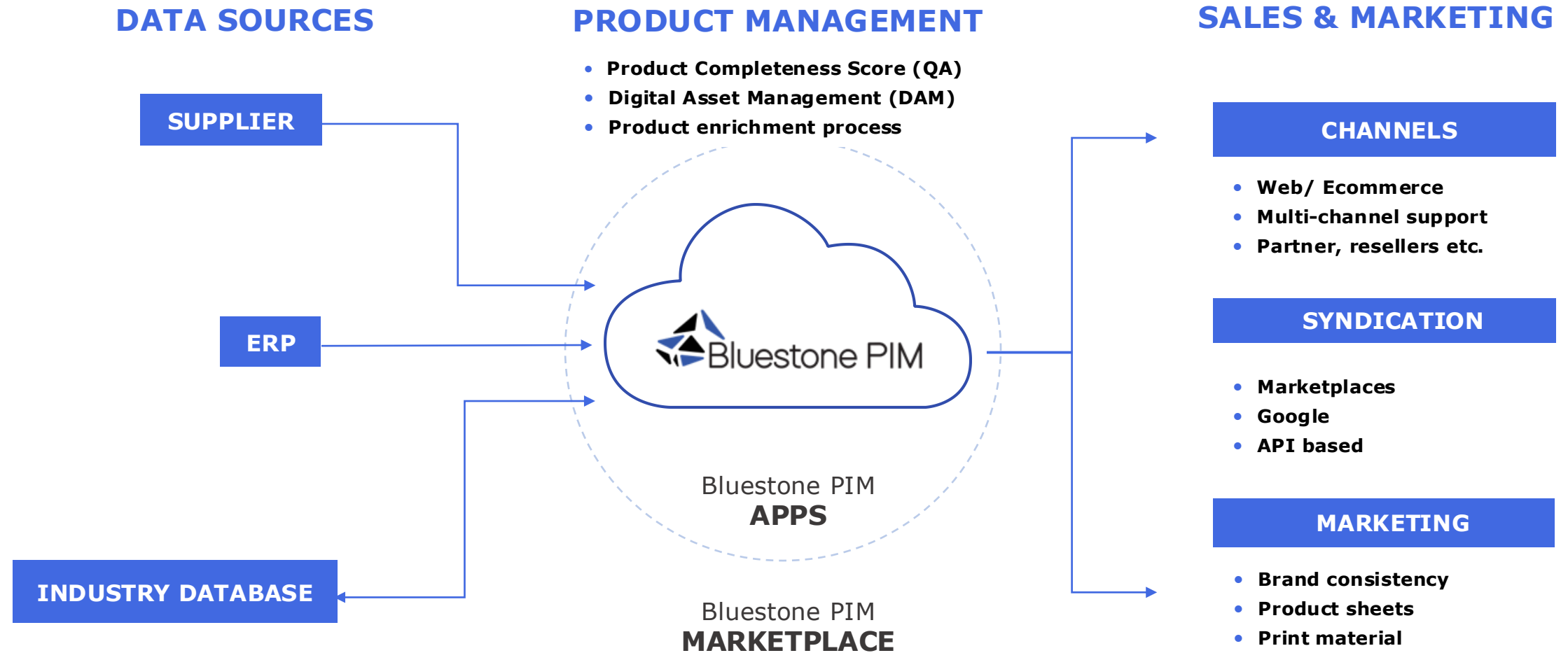
A PIM solution is a system that provides a single place to collect, manage, and enrich your product information (i.e., product data, digital assets, etc.), create a product catalog, and distribute it to your sales channels.

PIM solutions help companies create and deliver compelling product experiences.

With a PIM solution, companies can:

- ❑ **Centralize and manage** product information in a single location.
- ❑ **Enrich product data** with descriptions, images, videos, and other content.
- ❑ **Automate product information processes**, reducing manual effort and data errors.
- ❑ **Support multiple languages** and engage with customers around the world.
- ❑ **Handle different contexts** for different end customers.
- ❑ **Facilitate collaboration** with different teams and suppliers, breaking down data silos.
- ❑ **Integrate third-party applications** to enhance your sales and marketing efforts.

How does Bluestone PIM work?



Part 1 Introduction

MACH Alliance

The MACH Alliance is a vendor-neutral non-profit organization supported by leading software companies such as Contentful, Contentstack, Bigcommerce, and commercetools.

The organization exists to promote the best enterprise technology ecosystem to enable businesses to navigate the modern technology landscape and become more agile in the digital space. The MACH Alliance's mission is to educate and help enterprises move to open and connected enterprise technology and finally break the release cycle.

Bluestone PIM joined in May 2021 as the first MACH-based PIM vendor in the market.



Part 1 Introduction

MACH Alliance

From the beginning, Bluestone PIM was built using MACH principles offering customers the flexibility and scalability they need.

MACH – Microservices, API-first, Cloud-native, Headless

Microservices: They are applications that are developed and managed one service at a time. They typically perform a single function, such as a wish list or product search. When one of the services is updated, the others continue to work. This enables customers to work continuously with their product data without interruption in Bluestone PIM.

API-first: API-first software is fully designed to maximize connectivity via APIs (Application Programmable Interfaces), which allow systems to exchange data with each other in a standardized way. Customers can send their product data stored in Bluestone PIM anywhere they need it, regardless of the system, platform, sales channel, or application.

Cloud-native: The cloud-native SaaS approach moves the application to the software provider's cloud, freeing you from the cost and burden of on-site installation and storage, as well as subsequent updates or upgrades. This is why with Bluestone PIM customers get robust security, agility, and elastic scaling.

Headless: Being headless means that an application can work without a native user interface. This greatly enhances connectivity and interoperability between systems and channels. With Headless Commerce, companies can quickly implement new solutions without having to reconfigure everything. Being headless allows the completely free design of the user interface, which significantly promotes omnichannel e-commerce. This is how customers with Bluestone PIM can take advantage of new trends, sales channels, or technologies faster.

Part 2 Functions and Terms

Introduction to Bluestone PIM Features

Bluestone PIM has many features to make companies' daily tasks easier and more practical.

A modern PIM needs to have a standard set of features essential to the mass handling of product data.

Bluestone PIM is updated every 6 weeks with new features or improvements on previous features, constantly being enhanced.

Basic Features

Product Relationships: Bluestone PIM supports a diverse array of product relationships such as cross-selling and up-selling. The feature is flexible, and customers can customize the relationship type. It is possible to connect multiple products and make one-way or two-way relationships.

Dashboard: Bluestone PIM's dashboard is completely customizable. Each user can add filters and queries that make their daily tasks easier. Dashboards can be individual or defined to a team (e.g., content marketing dashboard, etc.). Administrators can also edit another user dashboard, and a default dashboard is always available.

Bulk Editing: To make daily tasks easier, Bluestone PIM supports bulk editing features, where it is easy to select multiple products and edit common attributes.

Variant Handling: Bluestone PIM supports variant groups. It is possible to connect the product with similarities and have more than one defining variant attribute. Variant attributes can be at the product level only and mandatory or inherited by all the variants.

Bundle: Products that need to be sold together can be bundled in Bluestone PIM. A bundle has its own product number, it can be a new or existing product number. Users use the product separator when there are multiple products in the bundle.

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Basic Features

Language and Context Handling: When working with different markets, companies need to translate or differentiate their product offering. Bluestone PIM makes it possible to manage as many contexts as needed.

Tasks: It is possible to create tasks with deadlines (and notifications by system or email). Tasks can be added to more than one product, and a chat function in the tasks tab helps collaborators communicate their progress and questions. Users can assign tasks to themselves or other users.

Taxonomy: Bluestone PIM can manage multiple taxonomy content; taxonomy can be categorized and enable metadata or tagging. To organize product data, companies can have unlimited categories and catalogs. Businesses can create catalogs for each of their channels and differentiate their categories based on the channel, and products can live in different categories and catalogs at the same time.

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Basic Features

DAM: As part of the PIM offering, Bluestone PIM has an integrated DAM included. Bluestone PIM DAM is a basic system to help companies centralize their digital assets and connect them to products and categories.

Bluestone PIM DAM has a CDN included.

Bluestone PIM DAM features enable users to store media, assign media to products and categories, search and filter media, save views, label media for easier indexing, and annotate media with internal information. Users can connect one image to multiple products or connect multiple images to the same product. It is also **possible to edit, transform, and optimize images via APIs and meta-tagging.**

Furthermore, Bluestone PIM can integrate into external DAM via APIs (e.g., Cloudinary); and connect to external DAM libraries that support reachable URLs with the dedicated Bluestone PIM app.

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Advanced Features

Queries and Filters: Through the query editor, business rules can be set up to automatically update products and attributes, streamlining the processing workflows. Users can use the query builder to find products that meet the desired condictions (filter by context, categories, attributes, completeness score, etc.). Bluestone PIM allows users can create logical and complex queries to filter data. Once the filter is set, users can save it and share it with the organization. It is possible to customize the columns in the product grid and choose different columns for different filters. Saved filters can be used to customize the user dashboard.

Completeness Score: Users can set up different rules for categories; the rules can be as complex as they want. Based on the rules, Bluestone PIM will give the product a completeness score, making it easier to see what is missing and easily edit it.

Webhooks: A webhook can be used to post notifications to a given external URL. In webhook settings, the user can create and edit webhook definitions. The user can add the webhook list to see messages or notifications of PIM updates. (maybe add a table with webhook types).

Part 2 Functions and Terms

Introduction to Bluestone PIM Features

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Advanced Features

Import and Export: Bluestone PIM has an advanced import and export feature. When importing Excel and CSV files, the system will map the data for you, by creating a new data mapping or by the user selecting an old one. It is possible to import based on context. Users can import product relationships and catalogs, and the system can create new attributes, catalogs, and relationships in an import. As for export, users can select the configure the attributes they want to export and narrow down the products with filters. Users can export products from the product grid or on the export and import tab.

Role Management: Bluestone PIM's roles are customizable, and it is possible to easily configure new roles. Standard roles are offered, but users can modify them and add new ones as long as they have the right access. Users can be viewers only, be able to view and edit a small amount of data, and many other configurations.

API: Every feature in Bluestone PIM has an API, making it possible to use the system without using the dashboard interface. Bluestone PIM has more than 500 API endpoints to easily connect to other systems.

Data Quality Validation: Users can create validation rules to control data quality.

Part 2 Functions and Terms

Introduction to Bluestone PIM Features

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Advanced Features

Workflow Management: Basic workflow managed through the interface is tasks based and follows a simple manual approval process. However, with the APIs customization, users can create an automatic process; more than one workflow and activate different workflows based on the completeness of tasks or depending on an outcome of a previous workflow. Managing workflow with the APIs leads to a more flexible and complex experience. The system does send email notifications based on tasks associated with the user. Bluestone has on its roadmap the development of a workflow management interface.

As rules are important for the development of complex workflows, Bluestone PIM developed a Rule Engine to manage several types of rules in an organization and automate workflows. This is not a standard feature and is added based on the complex needs of each customer.

You can always check our help manual to get information about how to use the features:

<https://help.bluestonepim.com/using-pim>

Part 2 Functions and Terms

AI Features

<https://www.bluestonepim.com/ai-features>

Bluestone PIM has invested in the development of artificial intelligence features.

AI Enrich enables users to enrich products by utilizing product data and assets. AI Enrich can create coherent product data that matches the tone of voice of the brand.

Case Study:
<https://www.bluestonepim.com/blog/case-study-the-real-impact-of-ai-powered-data-enrichment-in-pim>

AI Enrich

Let's assume you want an eCommerce product description. You select the desired products and go to AI Enrich.

Now, you need to choose the input for AI to generate your new content. You can select the product attributes to be used, and you have the option to use images as part of the input for AI. If there is a specific image that you want AI to use, you can specify an *Asset label*.

Once you have selected the input, it is time to select the output. You can add multiple output attributes – e.g., an "AI name" along with an "AI description".

Once you have selected input and output, you can now give the AI engine instructions or use the standard prompt – "Generate product description. Include up to 3 sentences. Add up to 5 key features as bullet points".

You will then get a preview and once you let AI save to the output field, you can see it in your product details under *Attributes*.

Part 2 Functions and Terms

AI Features

<https://www.bluestonepim.com/ai-features>

Bluestone PIM has invested in the development of artificial intelligence features.

AI Linguistic assists users with text improvement, spell checking and translations.

AI Linguistic actions:

- ❖ Translation.
- ❖ Spelling and Grammar Checks.
- ❖ Localization.

Case Study:

<https://www.bluestonepim.com/blog/automating-translations-in-pim-with-ai>

AI Linguistic

Let us assume that you also need the eCommerce product description for the Dutch market as well.

Again, select the products you want to translate and go to AI Linguistic. In AI Linguistic you can select the action you need; in this case it is translation.

You can translate from the context "English" to "Dutch" and select the attributes you want to translate - e.g., "Product Name" and "Product description". Again, you can give instructions to the AI engine or keep the recommended translation prompt - "Translate text from English to Dutch".

You will get a preview, and if you continue and save the process, the content will be saved in the Dutch context, which is separate from the English context.

And that's not all!

AI is not perfect, and you probably need a human to proofread before publishing.

In Bluestone PIM, you can automate the process of proofreading with the Rules Engine. With the Rules Engine, you can create a rule that flags the products that need to be proofread, and the responsible user can easily access these products in the dashboard.

Part 2 Functions and Terms

AI Features

Bluestone PIM has invested in the development of artificial intelligence features.

More AI Features are coming to Bluestone PIM!

AI Analyst

Bluestone PIM is currently finalizing AI Analyst, and soon, users will be able to analyze their product information quality with AI.

AI Analyst can, based on comparison with a set of "golden standard" products, give suggestion on:

- Missing categories.
- Incorrect categories.
- Missing attributes
- Incorrect attributes.
- Missing attribute values.
- Invalid attribute values.

AI Analyst will also be able to complete its suggestions, if allowed.

Part 2 Functions and Terms

MACH Competencies

With cloud-native popularity rising, digital apps are becoming more modular. That's where **headless models help with customization**. A headless architecture decouples the frontend and backend layers of the system, providing the ability to create personalized UX experiences, and opening almost limitless possibilities of customization. **Business can freely compose their systems by adding, removing, and altering particular services.**

The need for businesses to improve performance and reliability is driving them to adopt MACH architecture. By leveraging the best of microservices, cloud-native, and APIs, MACH is helping enterprises improve uptime, integrity, and security. **MACH architecture ensures better performance and reliability** by allowing developers not only to develop but also to deploy various environments through APIs at a faster rate without interruption or reduced performance. Also, **it frees resources as IT teams no longer need to worry about updating systems.**

The bottom line is that **MACH architecture is the future of enterprise software and will revolutionize how companies create, deploy, and manage their systems.** It offers many advantages, including scalability and flexibility, improved performance and reliability, better customer experience, and faster time to value. These benefits all work together to create an environment where enterprises can innovate quickly, improve customer satisfaction, and deliver better quality products faster than ever before.

Part 2 Functions and Terms

MACH Competencies

Customer demands are a key driver towards MACH adoption. Customer needs are constantly changing, and not all systems can deliver fast improvements to the user experience. Delivering improvements to the customer/end-user experience with speed is essential to improve the competitive advantage. **Companies need the ability to innovate faster.**

To ensure that enterprises can innovate swiftly and have an agile experience roadmap, **they need a modular “swappable” architecture.** This allows them to deploy new features rapidly and retain control. Going with a headless frontend frees commercial and marketing teams and de-risks any future changes to the backend.

The MACH architecture is highly flexible and scalable. Therefore, it's simple to adapt using best-in-class solutions to meet a company's unique requirements. Due to their adaptability, MACH solutions are ideal for companies that need to react quickly to changes. The MACH technology stack offers many corporate technologies and as they are built with the same principles it is extremely easy to integrate them. **MACH easily adapts to the organization's changing needs,** and it facilitates seamless scaling. Companies can add new applications seamlessly without completely reconfiguring the system.

Part 2 Functions and Terms

Ready-Made Integrations to MACH Partners

As a MACH-PIM, Bluestone PIM has partnered with many MACH software companies. The advantage of connecting MACH software is that the integrations are much easier to make, and the systems can easily talk to each other.

Bluestone PIM partners with many MACH-Certified software companies, and due to the flexibility of the API-first architecture it is easy to create new integrations.

commercetools: The integration makes it possible to transfer product information data and images from Bluestone PIM to commercetools. Users of the integration can decide which product catalogs, categories, variants, attributes, and SKUs to be synced towards commercetools and regularly. The integration is a part of the Bluestone PIM multi-tenant platform and will be automatically tested and checked. Furthermore, if commercetools changes its import APIs we will update the integration automatically.



Bigcommerce: The integration allows the export of product information data and images from Bluestone PIM to Bigcommerce. Users have the ability to decide which data to be synced and the regularity. As the integration is part of the Bluestone PIM platform, its import APIs will be automatically tested and checked. Furthermore, if Bigcommerce changes its import APIs we will update the integration.



Part 2 Functions and Terms

Ready-Made Integrations to MACH Partners

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Contentstack: With this integration, customers can create rich and consistent product experiences on websites or in apps. It also allows them to model and structure content in Contentstack to fit their specific needs by choosing from multiple content types and features. The integration is a part of the Bluestone PIM multi-tenant platform and will be automatically tested and checked. Furthermore, if Contentstack changes its import APIs we will update the integration.



Algolia: The Algolia-based app that makes the most of every search query through personalization. This app will give users an enhanced user experience in product searches on web interfaces. The performed searches are based on product attributes, product metadata, and product category metadata. This app also allows users to see a summary of searches, statistics, and sync history directly in Bluestone PIM.



Part 2 Functions and Terms

Marketplace Apps

Bluestone PIM has a variety of add-ons to complete the PIM environment. Bluestone PIM Marketplace has both partner apps and Bluestone PIM-made apps.

With our marketplace apps companies can increase their syndication capabilities by connecting to Magento, Shopify, and many other platforms. Bluestone has partnerships with ProductsUP and WakeUpData for feed management capabilities. Bluestone PIM event-driven API architecture can accommodate diverse integrations - requirements must be further specified - as it's very integrable.

Most popular apps

Campaign Management: An important factor for companies present in e-commerce is their campaigns. With Campaign Management, it is possible to easily configure campaigns with products, customers, prices and voucher codes to be displayed on the frontend channels e.g., promotional banners. It is possible to use the app to retrieve campaign details and update them.

Price Management: Selling products in different markets comes with an added difficulty in pricing differences. Price Management provides a way in Bluestone PIM to update the core prices, markup percentages, discounts, taxes, and other price modifications on any product and channel. It supports various logic scenarios and can also be adapted to handle a customer's unique requirements.

Single Sign-On: Single Sign-On (SSO) helps increase security across the company's apps and websites while ensuring convenient access for the teams. The Single Sign-On app enables customers to manage SSO / Active Directory logins with Azure AD. This app is needed to be able to add Bluestone PIM to the central SSO solution and configure it for the users.

Part 2 Functions and Terms

Marketplace Apps

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Most popular apps

Supplier Portal: To facilitate product onboarding from suppliers, customers can collaborate with their business partners by giving them direct access to selected features, catalogs, or product content in Bluestone PIM. Rules are put in place, so there is no risk of suppliers messing up the PIM data. All accesses are customizable with role management for suppliers.

PDF Generator: Bluestone PIM understands the need to automate the creation of marketing and sales materials. With PDF Generator it is possible to generate, maintain, and automatically store in DAM high-quality PDF documents based on predefined product sheet templates, without using advanced design software every time a new or updated product sheet is needed. Customers can maintain high-quality product sheets, technical data sheets, and safety data sheets, and automatically use the right company branding, such as logos, typefaces, or colors. Businesses can develop as many PDF templates as needed, and all templates are developed in HTML.

InDesign Connector: Customers can work with templates in Adobe InDesign and sync product content changes back to Bluestone PIM with the use of EasyCatalog, an Adobe InDesign plugin. It is possible to extract data from Bluestone PIM and create digital or print-ready catalogs. Decrease the time-to-market of your product portfolio and the overall costs of catalog creation. Check our informative video: <https://www.youtube.com/watch?v=OLdBaWLE5dA>

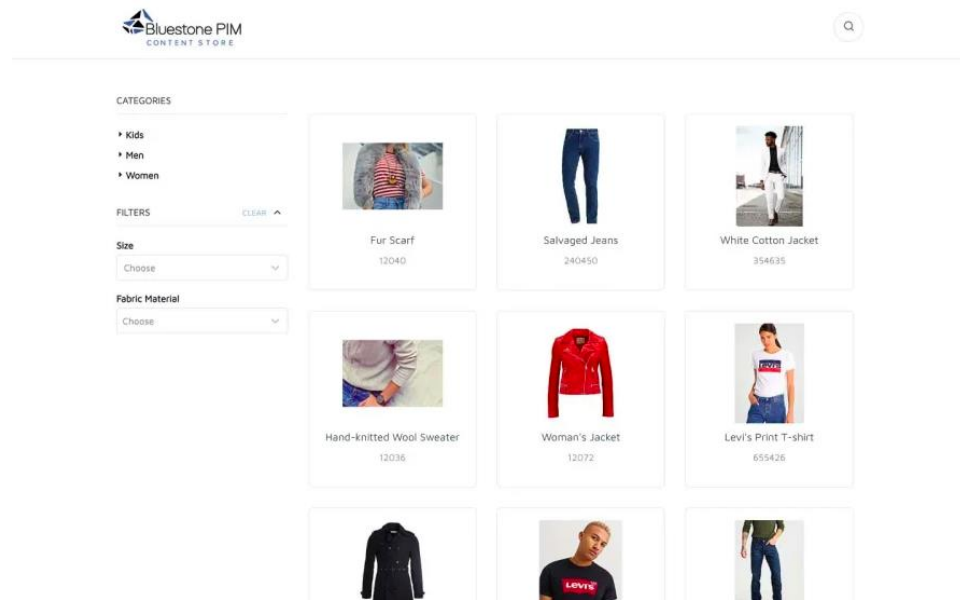
Part 2 Functions and Terms

Marketplace Apps

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Most popular apps

Content Store: With an external catalog it possible to provide resellers, partners, or even store staff with customizable access to product information stored in Bluestone PIM via an efficient digital portal. Users can set up multiple content stores with different content for different partners in their sales network.



For more information on Bluestone PIM Marketplace apps, check our full list at:

<https://marketplace.bluestonepim.com/>

Part 2 Functions and Terms

Important Terms

There are many terms essential to the PIM industry. You can check all of those terms in our Glossary, however, here is a rundown of the most important terms.

Glossary:

<https://www.bluestonepim.com/glossary>

Composable Commerce: Composable commerce is a new approach to building and managing digital commerce platforms that emphasizes the use of flexible and modular technologies to create a highly customizable and personalized shopping experience.

API-first: API-first is a software development approach in which APIs are designed and developed before any user interface or front end is built. With this approach, APIs are considered the primary interface between the different components of a software system, including web applications, mobile applications, and third-party services; all functions are exposed through API and the user interface is not necessary for the functionality of the system. One of the significant advantages of the API-first approach is that it promotes the development of modular and scalable software systems. An API-first approach means that systems can easily connect.

Best of Breed: Best-of-breed refers to the best available software solution or system in its category or niche. In the best-of-breed approach, companies prioritize the use of specialized, top-performing tools or software applications that excel in their respective areas of expertise. These solutions are chosen based on their ability to meet specific requirements or deliver superior performance in a particular application or function.

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Customer Experience: Customer experience (CX) is the overall experience that customers have with a brand or company across various touchpoints and interactions. This includes every touchpoint the customer has with the business, such as browsing the website, contacting customer service, purchasing a product, and receiving after-sales support.

Digital Transformation: Digital transformation is the process of leveraging digital technologies and tools to fundamentally change the way that businesses operate, deliver value to customers, and compete in the marketplace. It aims to streamline operations, optimize processes, and drive innovation across all aspects of a business.

Data Modeling: Data modeling is the process of creating a visual representation of the company's data infrastructure. The goal is to illustrate the types of data used and stored within the system, the relationships among these data types, the ways the data can be grouped and organized, and its formats and attributes. It is an important step in the PIM implementation and can affect the go-live timeline. When connecting to systems, configurations and data modeling is a subject that needs to be addressed, as they can affect the data flow. It is advised for companies to plan and organize their data modeling before the PIM implementation starts.

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Headless Commerce: Headless commerce is an approach to eCommerce architecture where the front-end presentation layer of a website or mobile application is separated or decoupled from the back-end commerce functionality. With a decoupled front-end and back-end, retailers can more easily integrate with various third-party services and tools, such as personalization engines, content management systems, and marketing automation platforms.

Multitenant: Multitenant is an architecture in which a single instance of a software application serves multiple customers. In a multi-tenant architecture, multiple instances of an application operate in a shared environment.

SaaS: Software-as-a-service (SaaS) is a cloud computing model that provides users with access to software applications over the Internet. Unlike traditional software delivery models where software is installed on local machines, SaaS is a subscription-based service where users pay a recurring fee to access the software hosted on remote servers.

Omnichannel: Omnichannel is a strategy or approach in which a business seeks to provide a seamless and integrated customer experience across multiple channels or touchpoints. This means that customers can interact with the business through various channels, such as online, in-store, or via mobile devices, and receive a consistent and personalized experience across all these channels and throughout their entire shopping journey.

Almost there!

✓ **PART 1 Introduction**

✓ **PART 2 Functions and Terms**

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Part 3 Bluestone PIM ICP and USP

Bluestone PIM Ideal Customer Profile

Size: Midsize to large enterprises

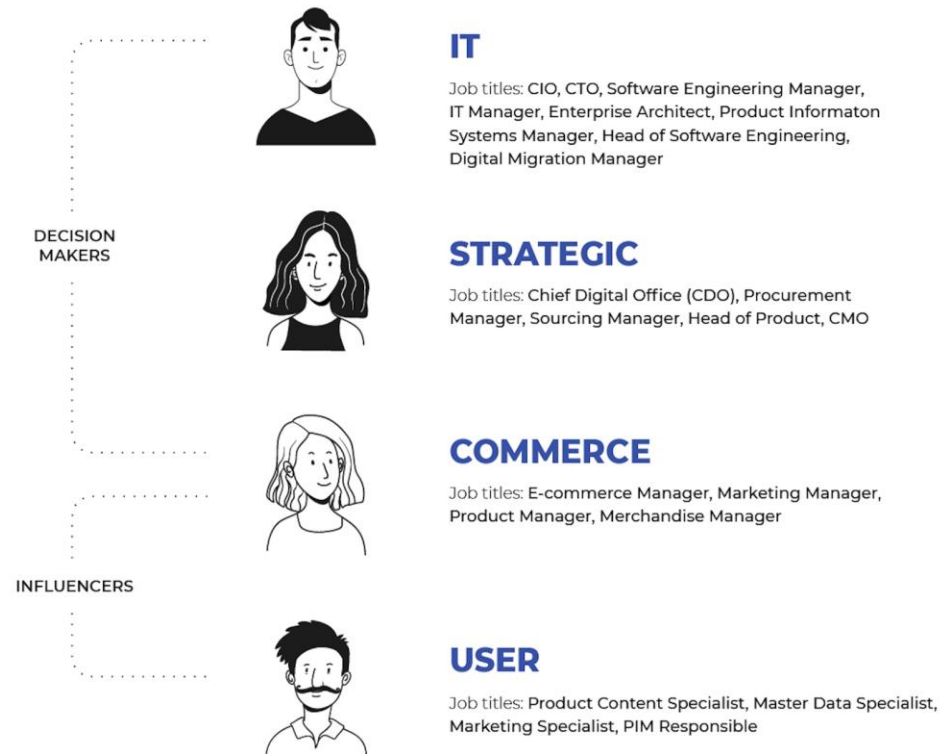
Products: Large number of SKUs, or fewer SKUs if sold in multiple markets.

Organization: Agile cross-functional organization and able to drive their tech strategy with SI partner. Aim for composable commerce to leverage multiple best-of-breed vendors.

Industries: We work with diverse industries; however, we have a focus on retail with an e-commerce presence.

Examples: Dolby Laboratories, Saint-Gobain Distribution, Sainsbury's, Sport 1, Onlogic

Markets: Global, focus on Northern Europe, UK, and North America.



Part 3 Bluestone PIM ICP and USP

Bluestone PIM Market Presence:
Industries and Countries

Bluestone PIM has a global reach, with a presence in over 70 countries, and 5 continents. **Many of our customers are global brands that use our software in all their locations.**

Bluestone PIM has customers in diverse industries with a presence in both B2B and B2C. However, most of our customers are present in building supplies, fashion, sporting goods, and telecommunications. We work with both manufacturers and retailers, and most of our customers were looking to expand their e-commerce.

Bluestone PIM is increasing its foothold in the electronics sector, and our biggest enterprise customers are present in Fashion & Food. Bluestone PIM is recognized in the market by Gartner, Forrester, and IDC as one of the major PIMs.

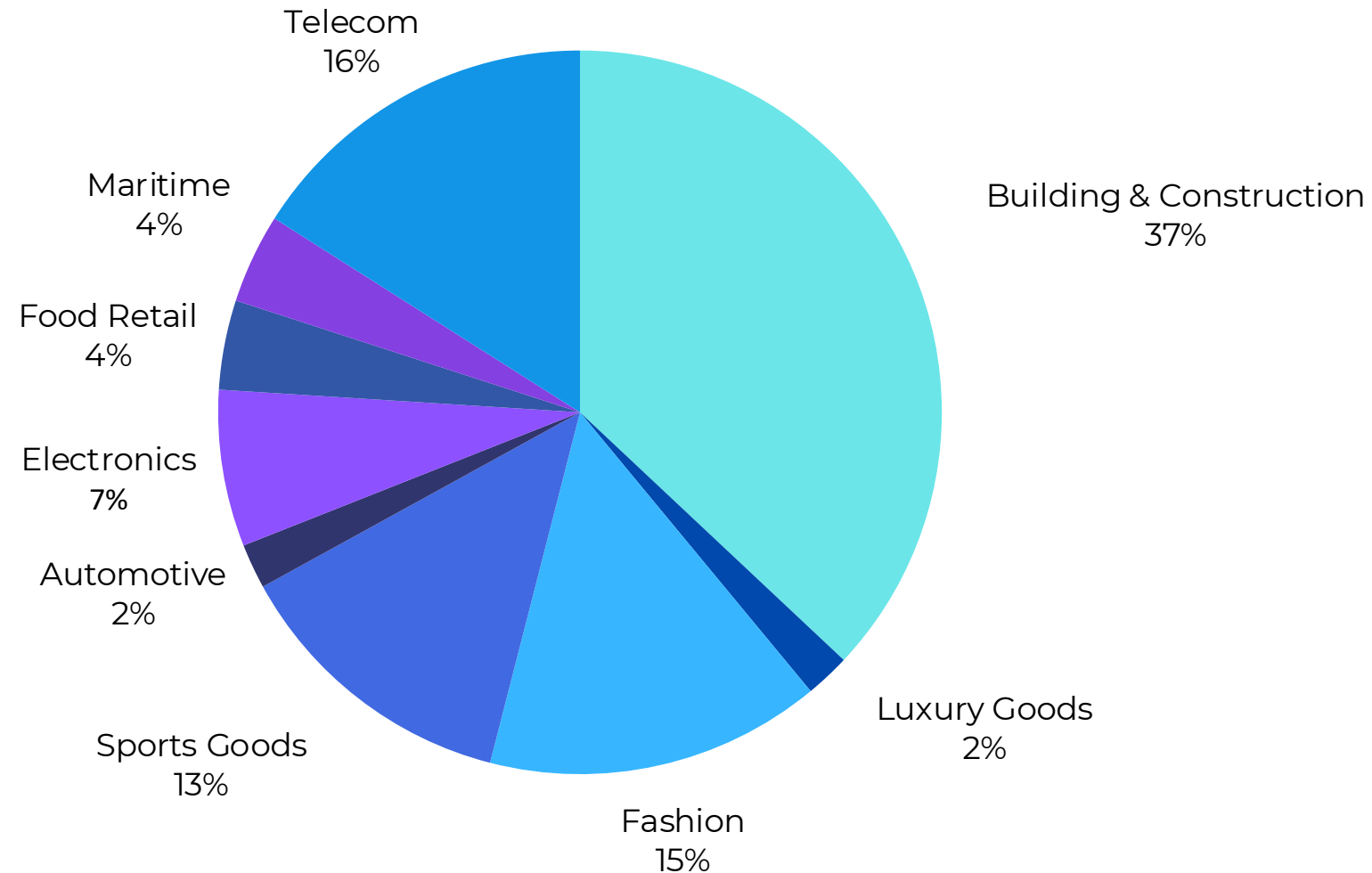
Gartner

FORRESTER

IDC

Remember to check our case studies for examples of previous PIM projects.

Bluestone PIM Customers' Industries



Some reference clients

Global Customers

B2C

Retailers



Manufacturers

B2B

Distributors / Resellers



Part 3 Bluestone PIM ICP and USP

Bluestone PIM Unique Selling Point

Flexibility. Scalability. Customization.
That's what you get with Bluestone PIM.

Bluestone PIM is a MACH system. **As it is built in the MACH architecture principles, Bluestone PIM provides long-term agility and enables customization.** It can support unlimited scaling, improve the online customer experience, provide faster time-to-market, and facilitate innovation within the tech stack. The MACH architecture is designed to enable businesses to deliver a seamless and personalized digital customer experience across all touchpoints.

A MACH architecture enables companies to future-proof their technology stack by providing an ecosystem of best-of-breed technologies that can be integrated and replaced as needed.

Bluestone PIM was the first PIM to become MACH-certified, however, more companies are now entering the MACH space. What makes Bluestone PIM the best MACH-PIM?

MACH systems have differences in the way they operate and the features they have available. In Bluestone PIM, none of our standard features are gated, all our customers have access to all Bluestone PIM features no matter their subscription; with our pay-for-what-you-use model adding extra features is easy. If customers want to add an extra application from our marketplace, it can be easily added to their current subscription. Also, our events architecture is truly open, all events and endpoints are accessible; there is no hidden information. Customers can develop connections to any system they want and deploy their own microservices into Bluestone PIM UI.

Due to our “Customer First” culture code, **customers can request the development of new features and directly influence the roadmap.** Bluestone PIM is tailored to meet the unique needs of each customer.

Part 3 Bluestone PIM ICP and USP

Case Study Example

Bluestone PIM's event-driven architecture will continue to support the aim of **Highly Personalized Customer Engagement** through different brands and concepts.

Bluestone PIM works with different industries, and we have success cases in different areas. One of the areas of success is the second-generation buyers, where businesses are looking to change their PIM system.

There are many reasons for the need for a change, but the most common ones are legacy software, scalability issues, performance issues, and waiting to follow a composable architecture over the monolith one.

Company Information: Retail Industry; More than 4 e-commerce channels; More than 300 retail stores; Looking for a flexible and scalable PIM system to handle their growth.

Challenges: The customer was looking to replace their previous PIM, due to limitations in the tech stack.

- ✓ Problems with managing different contexts for different end-customers.
- ✓ Problems handling a large number of SKUs, images, and diverse suppliers.
- ✓ Improve their product management efficiency.

Part 3 Bluestone PIM ICP and USP

Case Study Example

Bluestone PIM's event-driven architecture will continue to support the aim of **Highly Personalized Customer Engagement** through different brands and concepts.

Solutions:

- ✓ MACH architecture to support scalability
- ✓ API-first to improve connectivity to all channels
- ✓ Context Feature to manage different end-customers
- ✓ Supplier Portal to manage different suppliers with different access roles
- ✓ Completeness Score and Validation Rules to control data quality
- ✓ Role Management and Task Feature to improve cooperation
- ✓ Filters, Queries, and Rules Engine to improve product management efficiency
- ✓ Workflow API customization for an automatic process

Outcome:

- ✓ Bluestone PIM currently supports more than 2 Million SKUs and more than 5 Million images with the possibility to scale
- ✓ Different contexts are used to manage more than 4 brands in one unified system
- ✓ Role Management to control their team's access to data in the different brands
- ✓ API connection to all input and output channels with an increase in sync speed
- ✓ Supplier Portal where all suppliers can directly enrich their product data without intervention
- ✓ Heritage of Attributes and Completeness Score is used for efficient product enrichment
- ✓ Rules Engine handles complex rules making product management easier and faster
- ✓ More than one workflow activates different workflows based on the completeness of a task or depending on an outcome of a previous workflow

Part 4 Bluestone PIM Advantages

SWOT Analysis

PIM Vendor	Strengths	Weaknesses	Opportunities	Threats
Bluestone PIM	<ul style="list-style-type: none">• MACH-Certified• Open Architecture- All Events exposed• Strong scalability• Marketplace Apps• Good speed sync• Well-documented 500+ API endpoints• System updated every 6 weeks• POC available for all prospects (with no time limit)• Multitenant solution• Bluestone PIM DAM includes a CDN	<ul style="list-style-type: none">• Workflow interface• The interface is only in English (however, Google Translator App works in the system).	<ul style="list-style-type: none">• Expanding markets• AI feature in the roadmap• Flexible roadmap• Developing a workflow interface	<ul style="list-style-type: none">• Most customers are present in EMEA

Part 4 Bluestone PIM Advantages

SWOT Analysis

PIM Vendor	Strengths	Weaknesses	Opportunities	Threats
inriver	<ul style="list-style-type: none">• Workflow management interface• Channel management	<ul style="list-style-type: none">• Lack of sync speed• Complex implementation• Their technical architecture is not as flexible.• Limited Scalability• Users' limited control over the platform• Limited task management feature	<ul style="list-style-type: none">• Focusing on large enterprise sales• Good market position in the Nordics	<ul style="list-style-type: none">• High increase in price• Not a true multitenant solution• Does not offer POC

Part 4 Bluestone PIM Advantages

SWOT Analysis

PIM Vendor	Strengths	Weaknesses	Opportunities	Threats
Akeneo	<ul style="list-style-type: none">• MACH-certified• Interface in different languages• Strong syndication• Multitenant solution	<ul style="list-style-type: none">• Not all their events are exposed• Not as flexible and malleable• Issues with the function regarding the inheritance of attributes• No DAM (needs to connect to a third-party DAM)	<ul style="list-style-type: none">• Big company with a big market share	<ul style="list-style-type: none">• Below average roadmap communication• Does not offer POC• Dependent on Agencies for delivery/implementation and enhance their IT competence

Part 4 Bluestone PIM Advantages

Bluestone PIM Roadmap

One of Bluestone PIM's advantages is how flexible our roadmap is. The basic definition of a roadmap is simple: it's a visual way to quickly communicate a plan or strategy.

As Roadmaps give you a bird's-eye view of everything that's happening at the company, **Bluestone is open and more than willing to discuss the roadmap. We always make sure our customers and partners are up to date.**

One size does not fit all, not when it comes to PIM. Businesses have specific needs that cannot always be solved with standard features. **Bluestone offers the flexibility to influence the roadmap,** it is possible for businesses to request a certain feature to be made a priority or for a new feature to be developed. In many cases, if the feature is essential for the customers, it will take priority, and the roadmap will be altered.

Bluestone also has partnered with customers to test new features.

Bluestone PIM's biggest new features are its AI tools.

If you want to get more insights into our roadmap, please contact us.

Part 4 Bluestone PIM Advantages

Bluestone PIM Customer Experience

Bluestone PIM has proven its ability to meet the needs of global businesses. Many of our customers are second-generation buyers, meaning they had a Product Information Management solution (in-house build or provided by another vendor), and due to limitations, they were looking for a more flexible and advanced solution.

Why customers choose Bluestone PIM?

Composable PIM: Bluestone PIM allows organizations to maintain a full product life cycle from content creation to publishing to support omnichannel commerce. Composable PIMs give the ability to incorporate best-of-breed applications (DAM, etc.) to the core PIM, providing businesses with a forward-looking application ready to anticipate changes, innovate, and deliver optimal content.

MACH-Certified PIM: As it can be hard for enterprises to understand if a vendor is truly following the MACH principles, certification is essential to prove a vendor is part of a future-proof technology stack. MACH-Certified proves that the technology, the roadmap, and the references were evaluated.

Scalability: Bluestone's largest customer handles around 2 Million SKUs and 6 Million images in 6 contexts with the possibility to scale further.

Performance: The customers' input has shown that Bluestone PIM improves full-speed sync in and out of the PIM.

Part 4 Bluestone PIM Advantages

Bluestone PIM Customer Experience

Why customers choose Bluestone PIM?

Flexibility: Through Bluestone PIM's more than 500 APIs it is possible to connect to different types of systems. Bluestone PIM event-driven architecture can accommodate diverse integrations. Bluestone PIM architecture is very integrable.

Customer-first approach: Bluestone PIM has a dedicated team to support customers and advise them on the best practices. We offer the possibility for customers to influence the roadmap and request special features.

Marketplace Apps: Bluestone PIM's applications add value to the PIM environment. Our diverse set of apps adds value to the solution and helps customize the system.

Pricing: Bluestone PIM price model is customizable, and customers only pay for what they use. With rising costs in the PIM industry, Bluestone PIM is still able to maintain a cost-effective solution that does not require a high investment upfront.

Part 5 How to Sell Bluestone PIM

Sales Stages

If you have any questions or need any information, we will guide you through it. Bluestone is flexible and we can follow your pace.

You can come to us with any special requirements and customization needs and our team of architects will do their best to see how Bluestone PIM can meet them.

Bluestone's Account Executives and Sales Engineer are available to assist with any ongoing sales case. We can be as involved as needed. This could be participating in demo meetings, answering PIM-specific questions in RFI/RFPs, or assessing how to solve important pain points with Bluestone PIM.

Bluestone PIM Standard Direct Sales Cycle:

- ✓ Qualifying/Introduction
- ✓ Generic Demo
- ✓ Technical session / Demo Q&A
- ✓ POC
- ✓ Contract negotiation
- ✓ Handover to partner project team
- ✓ Project Scope

The Proof of Concept (POC) stage is an important stage for new customers. Here upcoming customers can test the user interface, data flow, endpoints, and performance of our PIM with their own real-time data. During the POC, we will also provide access to our technical documentation to ensure a comprehensive understanding of our solution. Every partner can request a POC for potential Bluestone PIM customers.

Bluestone's team will be available to attend multiple meetings to discuss and review the POC and address any concerns that may have come up. The POC phase helps highlight what features are similar to how the customer works today, while it also can highlight how certain processes can be improved by using Bluestone PIM.

Part 5 How to Sell Bluestone PIM

Objections

➤ **Bluestone PIM does not have a pre-made integration**

There are times when prospects do not want to go with Bluestone PIM because there is not a pre-made connection to a system, and an assumption is made that they will not be able to connect to the system. Due to the API-first approach, Bluestone can connect to many systems, even if a pre-made connector has not been made. The development time of the integration depends on the channel, however, this process is discussed and managed in the implementation stage, where customers need to discuss the type of integration (one-way, two-way, etc.).

The flexibility of an API-first approach makes Bluestone PIM's architecture very integrable.

➤ **Budget Issues**

One of the hardest step backs is budget. There are not many things that Bluestone can change when it comes to a prospect not having the budget for Bluestone PIM. There are cheaper PIMs, however, they do not offer the same flexibility, scalability, and customization that Bluestone PIM does. It all comes down to priorities. **Bluestone PIM is cost-effective due to being a multitenant SaaS system, and we always aim to offer competitive pricing.** A cheaper PIM might mean compromising on essential features and create the complication of that PIM not being able to support growth and adapt as the market changes. One of the biggest issues in compromising for budget reasons is the need to change PIMs in the future.

Part 5 How to Sell Bluestone PIM

Objections

➤ **Bluestone PIM does not have a specific feature**

What happens when a prospect requires a specific feature that Bluestone PIM does not have?

It of course depends on the feature and the prospect flexibility; however, Bluestone PIM is open to adjusting the roadmap to accommodate the development of an essential feature; our technical team will be happy to discuss the possibilities.

We are continually working on developing our PIM system, and due to our MACH architecture, the development of new features to meet customers' necessities is possible without many issues. The timeline for the new feature will of course depend on the type of feature that is being requested. Advanced and complex features will require more time and resources from Bluestone.

It is also good to know that **customers can deploy their own custom microservices into Bluestone PIM UI, making it even easier to adapt the system to their necessities.**

Part 5 How to Sell Bluestone PIM

Pricing Model

Bluestone PIM is Software as a Service (SaaS). We have no payment for maintenance or server costs. Bluestone PIM is based on only monthly recurring SaaS payments.

Bluestone PIM subscription pricing is customizable and depends on a set of parameters, and additional marketplace apps. With Bluestone, customers pay for usage; and they can change their parameters at any given time.

USAGE PARAMETERS

Number of Users

Number of SKUs

Number of Languages/Contexts

Transfer GB/Month

API call/sec*

Marketplace Applications

* Bluestone PIM offers have 10 API call/sec as a standard, but it is possible to request more

Contact the Account Executive responsible for the case if a quote is needed.

Part 5 How to Sell Bluestone PIM

Price Quote

To give a Price Quote we need an estimate of some key pricing factors; the number of users, SKUs, and languages. The numbers don't need to be accurate. When we have the numbers, we will calculate this as a bundle, and give a Price Quote based on a monthly cost.

Be advised that when a price quote is requested, it is useful for Bluestone to know the budget/current PIM costs/financial situation to make sure we provide a competitive quote.

Normally payments are 3 months upfront, but extra discounts are offered if customers pay 6, 12, or 24 months upfront. These periods are defined as the legal subscription period, therefore 3 months is the minimum contract duration.

At the end of the subscription period, customers can ask for a new bundle price. **The bundle will be adjusted to their actual usage. A new upfront payment period can also be chosen.**

If customers use more than estimated in the discounted bundle, they will get this added to their monthly cost. This is according to the normal price list. It is possible to monitor the monthly usage in the manager. **Customers' monthly use will be deducted from the prepaid balance, and they will receive an invoice for payment requests if the balance is low.**

Part 5 How to Sell Bluestone PIM

Frequently Asked Questions by Prospects

Before going into the more advanced stages, introduction calls are still very much a part of the sales process. At this stage, the majority of prospects are still figuring out their future architecture making the questions more user-based.

For a better understanding of Bluestone PIM, the main questions asked in the prospect meeting are the following.

What type of files can the DAM manage?

Answer: Bluestone PIM DAM handles all types of product-related creative assets – photos, images, videos, audio files, documents, texts, 3D files, and more. It handles any type of file format such as jpg, Png, pdf, etc.

Do you offer thumbnails of product pictures in your product grid?

Answer: Yes, adding thumbnail pictures to the product grid is possible with a click of a button.

In the History feature, can you revert it to a certain date/version?

Answer: No. Bluestone PIM “History” feature shows the full history of the product; however, it is not currently possible to revert to previous versions of the product.

What types of user roles do you support?

Answer: Bluestone PIM roles are flexible and customizable. There are some standard roles, but it is extremely easy to create new roles, you simply select the features they can access and choose a name for the role.

Part 5 How to Sell Bluestone PIM

Frequently Asked Questions by
Prospects

What does workflow management look like in Bluestone PIM?

Answer: Bluestone PIM can manage simple and complex workflows. We currently do not have a dashboard for workflow setup; however, complex workflows are discussed in the project plans, and setup in the implementation stage through the APIs. Simple workflows can be easily created using system attributes.

What kind of report features does the service offer (i.e., Data Quality)?

Answer: Bluestone PIM offers Data Quality Validation features, where users can create rules to control data quality. The system notifies in the Quality Tab the fields that do not meet the rules.

Part 5 How to Sell Bluestone PIM

Key Learning Points from Bluestone
PIM Account Executives

Know the Requirements

Every company is different, so before starting to choose a PIM it is important to understand the problems that need to be solved. Bluestone PIM is a user-friendly system that can be customized for each user and organization; however, the company needs to know what they are looking for in a PIM system. Before starting a search or developing an RFI/RFP, an internal discussion needs to happen to understand what are the main needs and the different business requirements. Technical teams and product teams need to come to an agreement. This will make the process of choosing a PIM faster and smoother.

Access a POC

Testing the PIM system is an important step that companies should not skip. Theory and practice are too very different things. More than just viewing a demo, businesses need to test the user-friendliness of the PIM, test the important features and apps, and have their IT teams check the APIs. Accessing a general test environment is helpful, however, a test environment with the company data is the best option as users get to see their own products and customize their taxonomy for a better understanding of how their final data will look like.

Part 5 How to Sell Bluestone PIM

Key Learning Points from Bluestone PIM Account Executives

Know Best-of-Breed PIM

Many organizations have an ideal system in mind; however, more times than not, the requirements are very theoretical. PIMs can meet many different requests in different ways. Modern PIMs can be customized, extra features can be developed, and many PIMs work with third parties to complement their systems. However, it is important to understand the difference between the different types of systems. Some features are not attainable in a best-of-breed PIM as they belong to a different system (ERP, PLM, CMR, etc.). The best-of-breed approach lets you choose the best system in every category and combine them for a complete experience.

Second Generation Buyer: Must Have vs Nice to Have

When replacing a PIM solution with another PIM solution, it is important to understand what is the reason for the change. Is it because of the scalability and flexibility of the solutions? Or because of a specific feature or integration? Understanding what needs to be improved is essential when analyzing new solutions. Even with the main common features, every PIM has its differences; in order to save time, decide which current features are the "must have" and which features are not essential for the new PIM.

Remember, every PIM works differently, some features are just not going to work the same way. It might take some time to adapt to a different feature, but overall, if companies are changing to a system that will perform better the small differences are just habits that will be relearned with time.

Sales and marketing material for partners are gathered in the Partner Portal
<https://partner.bluestonepim.com/>

If you don't have login credentials to the Partner Portal, please contact Bluestone
partner@bluestonepim.com

It's almost done!

- ✓ **PART 1 Introduction**
- ✓ **PART 2 Functions and Terms**
- ✓ **PART 3 Bluestone PIM ICP and USP**
- ✓ **PART 4 Bluestone PIM Advantages**
- ✓ **PART 5 How to Sell Bluestone PIM**

PART 6 Legal Documentation

PART 7 Extra Materials

Part 6 Legal Documentation

Legal Contract & Terms of Service

Legal Contract

Bluestone AS has its legal contract to cover its SaaS subscription, and the marketplace apps, however, it is possible to use the customer's contract. Bluestone's contract does not manage third-party apps. Partners should use their contracts to cover their services.

Bluestone contracts can be delivered upon request and after the required information has been provided (monthly subscription parameters, marketplace apps , etc.). A template of our agreement can be found in the partner portal.

Terms of Service (TOS)

Bluestone AS has its own TOS, which can be discussed/negotiated with the customers' legal team. Partners should use their own TOS for their services.

Bluestone PIM Terms of Service is available in the partner portal.

Part 6 Legal Documentation

Service Level Agreement

For more information regarding the SLA, please refer to <https://www.bluestonepim.com/sla>

The Bluestone PIM SLA covers the PIM SaaS and Standard Apps. The Service Level Agreement is valid for the customers' Operational Bluestone PIM organization, not the Test organization. Third-party and Customer-specific Apps are not covered.

Bluestone PIM SaaS has two options for the SLA, the Standard SLA, and the Extended SLA. Standard SLA is included in the monthly subscription fee, customers may choose to upgrade the SLA level at an additional fee.

Standard SLA

Access to Service Desk Portal 24/7

- Access to Service Desk via e-mail/phone/chat during work hours (CET)
- Access to the Service Desk outside of work hours (CET) will be billed according to current hourly rates.

Online surveillance of the Bluestone PIM SaaS 24/7/365:

<https://status.bluestonepim.com/>

Bluestone PIM's ordinary work hours are 08:00-16:00 Central European Time (CET)

Extend SLA

24/7 technical support with direct access to technical resources by dedicated email or phone

Escalation level direct to support management

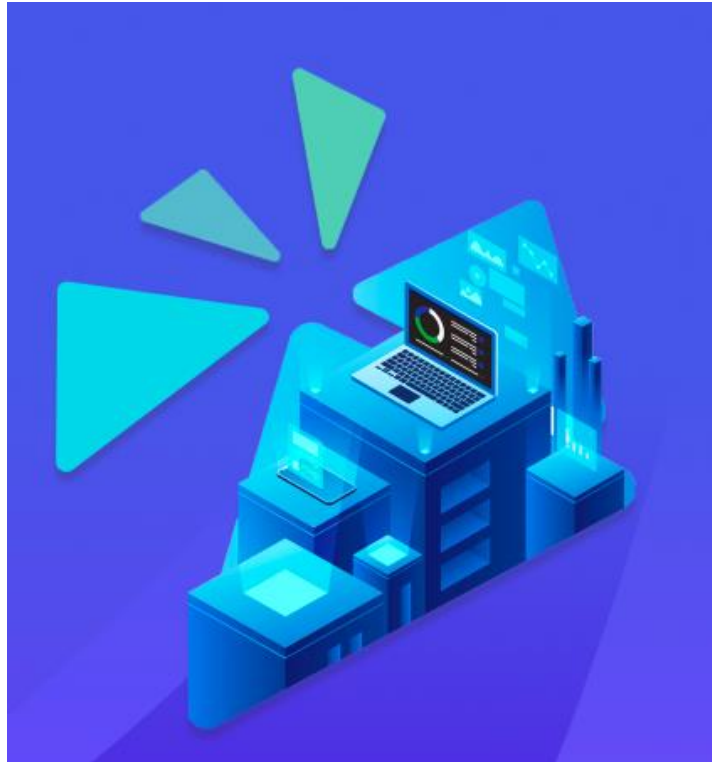
Part 7 Extra Materials



Bluestone PIM Buyer Guides

<https://www.bluestonepim.com/buyerguides>

Part 7 Extra Materials



RFP Template

<https://www.bluestonepim.com/rfp>

Composable PIM RFP: built your own RFP

<https://www.composablepimrfp.com/>

When you are ready to complete the exam and get officially certified, please reach out to:

Claudia Martins, Customer Marketing Manager

claudia@bluestonepim.com

or

Audun Semb, Head of Customer & Partner Experience

audun@bluestonepim.com

Completed!

- ✓ **PART 1 Introduction**
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