



The Real Impact of AI-Powered Data Enrichment in PIM

CASE STUDY

"How can a construction company really grow without embracing new PIM technology?"

That's the question our customer, a leader in the building industry, asked themselves before making a pivotal decision.

Their outdated IT systems were limiting their progress, so they decided to implement a PIM solution that could drive scalability with the help of advanced AI features such as [AI Enrich](#).

Here's what other construction companies can learn from one of our customers' experiences with implementing an AI-powered PIM.

What's AI product data enrichment in PIM?



[AI Enrich](#) (product data enrichment) in PIM uses artificial intelligence to automatically enhance your product data by generating high-quality, brand-aligned descriptions.

It combines image analysis with AI-powered copywriting to create engaging, accurate, and SEO-friendly content.

This helps you deliver [compelling product descriptions across all sales channels](#) while improving search rankings with keyword-rich content.

[Calculate the cost of AI-powered product enrichment](#)



Business Challenges & The Need for Change

As the company began its IT transformation, one of the first steps was to replace their outdated on-premise Product Information Management system. The old system was slow, inefficient, and hindered their ability to grow.

It was clear they needed a better solution.

When choosing Bluestone PIM, two key factors stood out:

Composable architecture

Bluestone PIM's flexible, modular design offered a [scalable solution](#) that could grow and adapt with the company's evolving needs.

Support for innovation

The platform was built to support [innovative practices](#), which aligned perfectly with the company's long-term strategy for future growth.

Transformative Results

After implementing Bluestone PIM, our customer saw significant improvements across multiple areas of their business:



Faster sync speed

Integrations with their ERP and CMS systems became much more efficient, cutting down sync times drastically.



Better data flow

Data sharing with industry databases led to better overall data quality and smoother data management.



Future-ready architecture

With Bluestone PIM's flexible, composable architecture and forward-looking approach, the company was well-prepared to embrace future innovations.

The company invested in Bluestone PIM before our AI capabilities were fully developed. But thanks to our flexible architecture, we were able to seamlessly integrate AI into their operations as soon as it became available.

When you think about innovation, remember—**true innovation is about preparing for technologies that don't even exist yet.**



AI Enrich in Bluestone PIM and Its Benefits

Bluestone PIM became a key partner in driving the company's growth as they adopted new technologies. Their decision to implement AI Enrich was driven by a clear objective: to modernize their business practices and fully harness the power of AI.


AI Enrich, a built-in feature of Bluestone PIM, allows users to generate new product descriptions, analyze content quality, and receive AI-driven improvement suggestions—all from a single platform.


With AI Enrich, the company set out to solve some key challenges:


1 Reducing data enrichment time
Even with a PIM solution, the data enrichment process was still slow and required a lot of manual effort. AI offered a way to automate this, freeing up valuable time and resources.

2 Boosting automation
Writing product descriptions is just one of the perks of AI Enrich, but the real impact was on automation and doing so at scale. Our customer started by using Bluestone PIM to automate their workflows. When they added AI, it supercharged that automation, reducing manual work even further and speeding up product launches.

By integrating AI Enrich, the company set its sights on several key improvements that make a real impact on their business:

 **Faster time-to-market**
With AI automating the time-consuming data enrichment process, product launches and updates happen much faster, allowing them to stay ahead in a competitive market.

 **Resource savings**
AI took over the repetitive work, improving efficiency and freeing up their team to focus on higher-value, strategic initiatives.

 **Improved product experience**
Consistent and accurate data means a smoother product experience for customers, building trust and enhancing overall satisfaction.

Conclusion

This story highlights how a modern, composable PIM solution combined with AI technology can truly transform a business.

By embracing Bluestone PIM and AI Enrich, the company didn't just solve its immediate IT and operational challenges—it laid the foundation for continued growth and innovation.

They are now better equipped to navigate the future, ready to scale, and poised for long-term success.

If you're interested in automating your operations with AI-powered PIM, [reach out](#) to our team today for a quick demo of Bluestone PIM!



Bluestone PIM Extension Hub

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".

Explore Bluestone PIM

- 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 CALL](#)



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