



Automating Product Translations in PIM with AI

CASE STUDY

How can AI be used for product data?

Competitive retailers constantly innovate and adopt new technologies such as AI. Increasingly, we're seeing retailers leverage AI to automate manual tasks and boost their sales.

We've put together a case study that highlights how a leading sports retailer used AI and composable Product Information Management (PIM) software to [automate product data translations](#).

Let's discover how to use AI-powered translation in PIM to [expand into new international markets](#).

What's AI product data translation in PIM?



AI Linguist (product data translation in PIM) automatically translates product content into multiple languages, enhances text quality, and corrects spelling errors.

It ensures consistent global branding, improves efficiency, and speeds up time to market. [Use our calculator](#) to see the difference between manual and AI-powered product data translation:



Calculate the cost of AI-powered product translation



Our Customer's Story

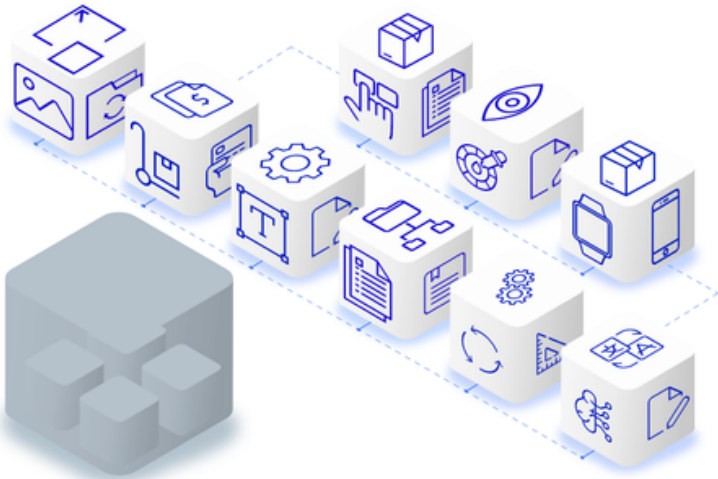
As one of the largest sports chains in the Nordics, **Bluestone PIM's customer was grappling with significant IT and performance challenges** that were getting in the way of delivering a great customer experience and scaling efficiently.

The main problem? Their old on-premise PIM system. It simply couldn't keep up with the company's growing demands or integrate with modern technologies.

On top of that, on-premise systems are notoriously expensive and time-consuming to maintain, driving up costs while offering little in the way of flexibility.

Realizing their **legacy PIM system was holding them back**, the company decided it was time for a change. They set their sights on PIM with a headless architecture that would give them the flexibility and scalability they needed.

Here's a visual representation of a monolithic PIM versus a customizable, composable PIM tailored to your business needs:



Their main focus was to drive sales and improve how they managed product information to create better product experiences.



One major pain point was the cumbersome process of updating product manuals - especially for more complex items. This not only affected the customer experience but also slowed down their time-to-market.

After carefully evaluating various options, the company ultimately chose to invest in Bluestone PIM, a modern and composable solution that checked all the right boxes.

Several key factors influenced their decision:

Over 700 APIs

Unlike their previous system, Bluestone PIM integrated effortlessly with their existing internal tools, making the transition smoother and allowing for better coordination across different parts of the business.

Lower total cost of ownership (TCO)

The retailer cut down operational costs by moving to a multitenant PIM.

Enhanced product experience

the new system significantly improved how they managed product information, ultimately leading to a better customer experience.

Built-in AI features such as AI Linguist, AI Enrich, and AI Analyst.

The retailer selected a flexible and scalable PIM system and began using built-in AI-powered features, such as AI Linguist, to enhance their processes.

Keep reading to learn how you can automate translations in PIM.



AI-Powered Translation in PIM

While looking to improve operational efficiency and manage its global presence, the company faced challenges with manually translating product information, a complex and time-consuming process that required cultural and linguistic adaptation.

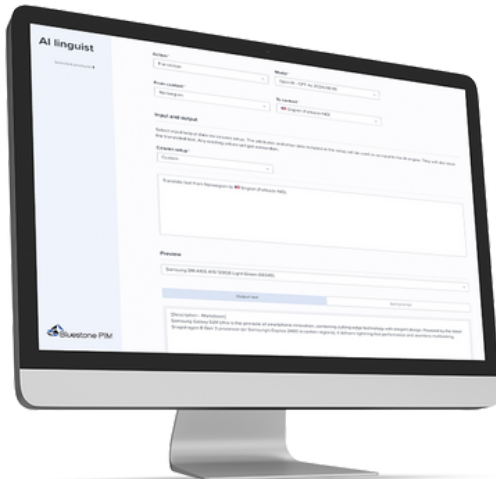
To address this, the retailer started using Bluestone PIM's AI Linguist (AI-powered translation) feature.

With AI Linguist the top sport retailer managed to:

Reduced reliance on external agencies by automating translations and cutting down manual work.

Streamlined translation process, sped up product launches and updates.

Ensured accurate, consistent translations, reducing errors and protecting brand integrity.



Business Benefits of AI Linguist



With AI-powered translations, e-commerce teams can accomplish more with less effort. Integrating AI Linguistic brings the following improvements:



Increased efficiency

Less manual effort allows teams to focus on more valuable tasks, boosting productivity.



Cost savings

Lower dependence on external agencies leads to substantial cost reductions that can be reinvested.



Better market responsiveness

Faster translations enable quicker reactions to market changes, helping the company stay ahead of competitors.

By automating these processes, our customer, a leading sports retailer, is not only driving growth but also simplifying market expansion and enhancing the customer experience. The time and cost savings allow them to scale faster and more efficiently.

This case study highlights how **modern PIM solutions and AI can solve real-world business challenges.**

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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