

# Bluestone PIM Features Overview 2025

The Smarter Choice



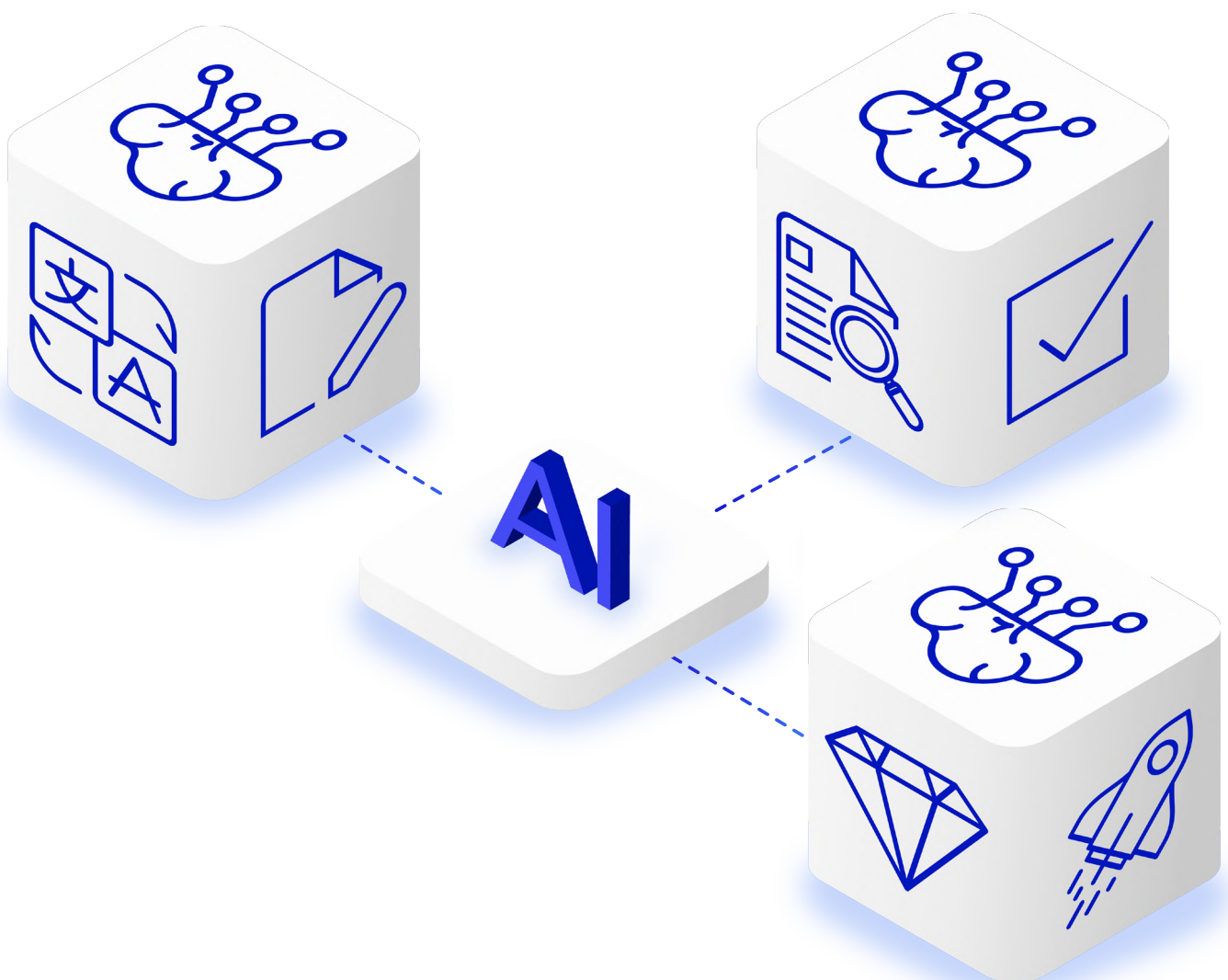
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A thriving e-commerce business relies on a flexible, composable architecture. Product data, the digital representation of every physical product, is essential for driving exceptional customer experiences.

With our AI-powered PIM solution, you can fully control your product information, ensuring accuracy and consistency across all channels. Deliver rich, omnichannel experiences, accelerate sales, and unlock new levels of efficiency with a future-ready approach to product data management.



## First: Centralise and Organise



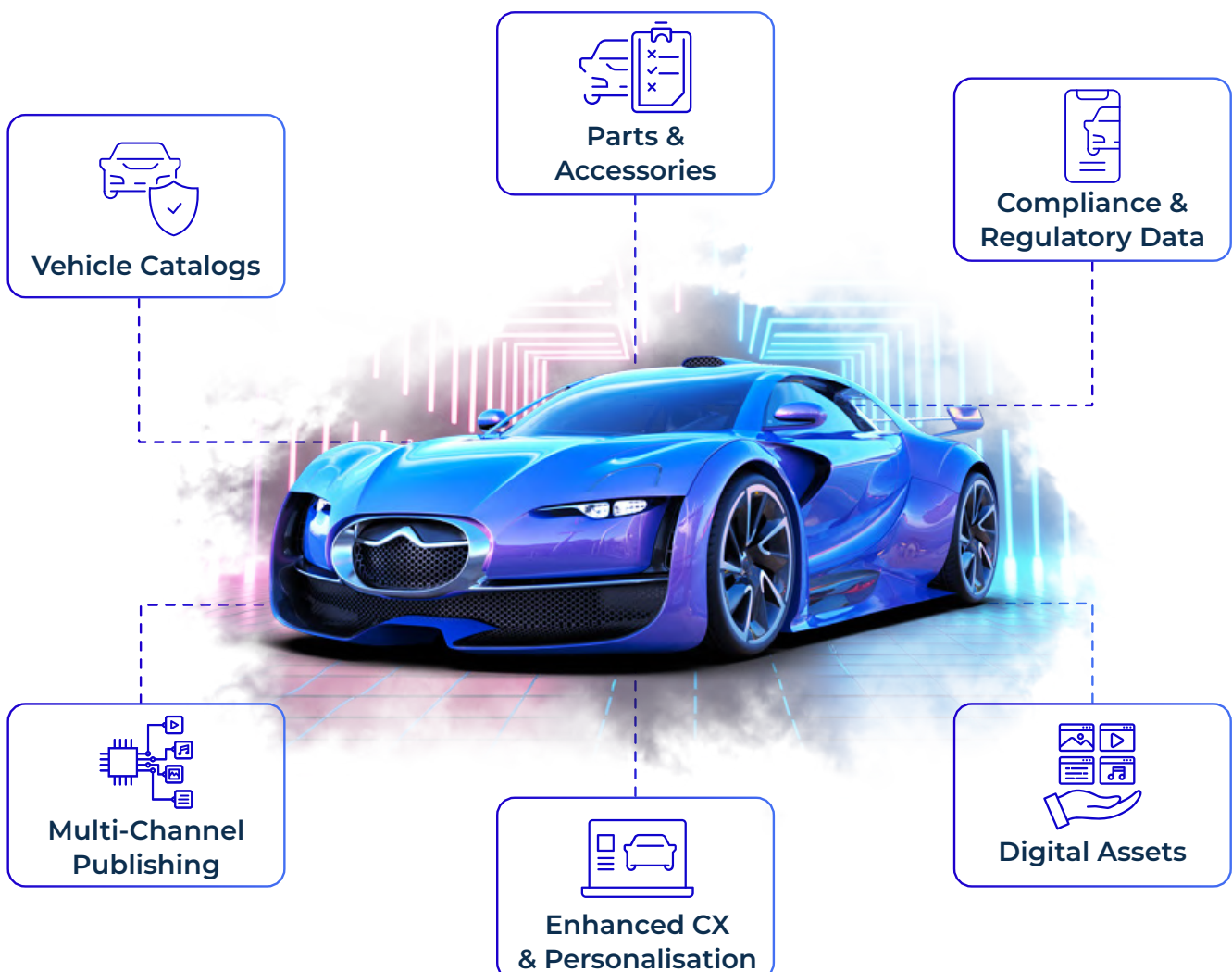
Aggregate product data from multiple sources and maintain accuracy effortlessly.

### IMPORT DATA

Easily import product data into Bluestone PIM from XLS or CSV files. Use smart import, export features, and custom templates for efficient data management. Need help? Our bespoke support ensures a seamless data transfer.

### CATEGORISE PRODUCTS

Utilise advanced, flexible data modeling that adapts to diverse business needs. Build a structured product hierarchy with categories and subcategories. Define default parameters and category-level attributes to ensure no critical product information is missing.



## MANAGE PRODUCT STATUSES

Use Published, Draft, and Archived statuses to control product visibility. Easily track which products are live, in progress, or outdated.

## FILTER AND SAVE CUSTOM VIEWS

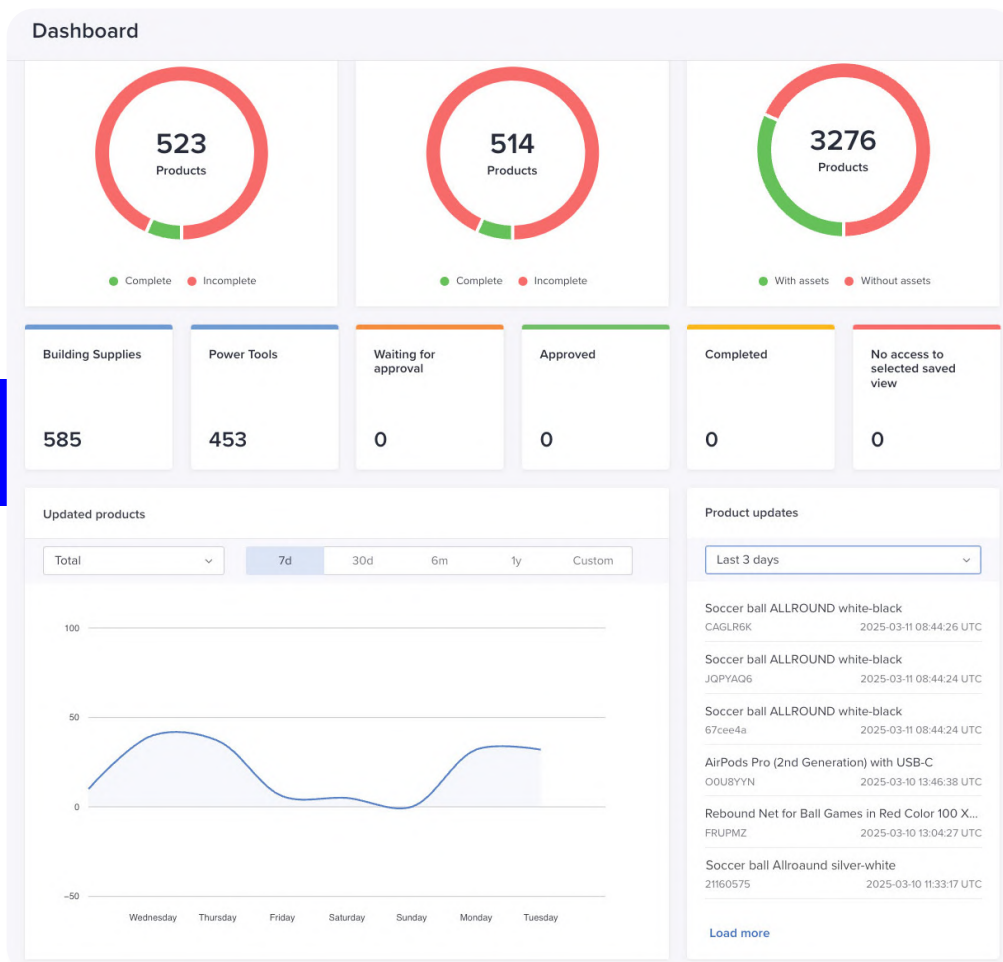
Quickly refine the product grid using flexible filtering options. Save your filtered results as custom Views for easy access and collaboration across teams.

## UPDATE PRODUCT EFFICIENTLY

Apply bulk actions to update multiple products in a single operation: publish, export, archive, bulk edit, and save time on tedious manual updates.

## CUSTOMISE YOUR PRODUCT EDITOR

Configure the product editing workspace to fit your specific needs. Personalise the UI, layouts and workflows, based on user roles, and make collaboration with external partners seamless.





## Second: Enrich



Go beyond product names and descriptions to tell a great product story.

### **ADD ATTRIBUTES**

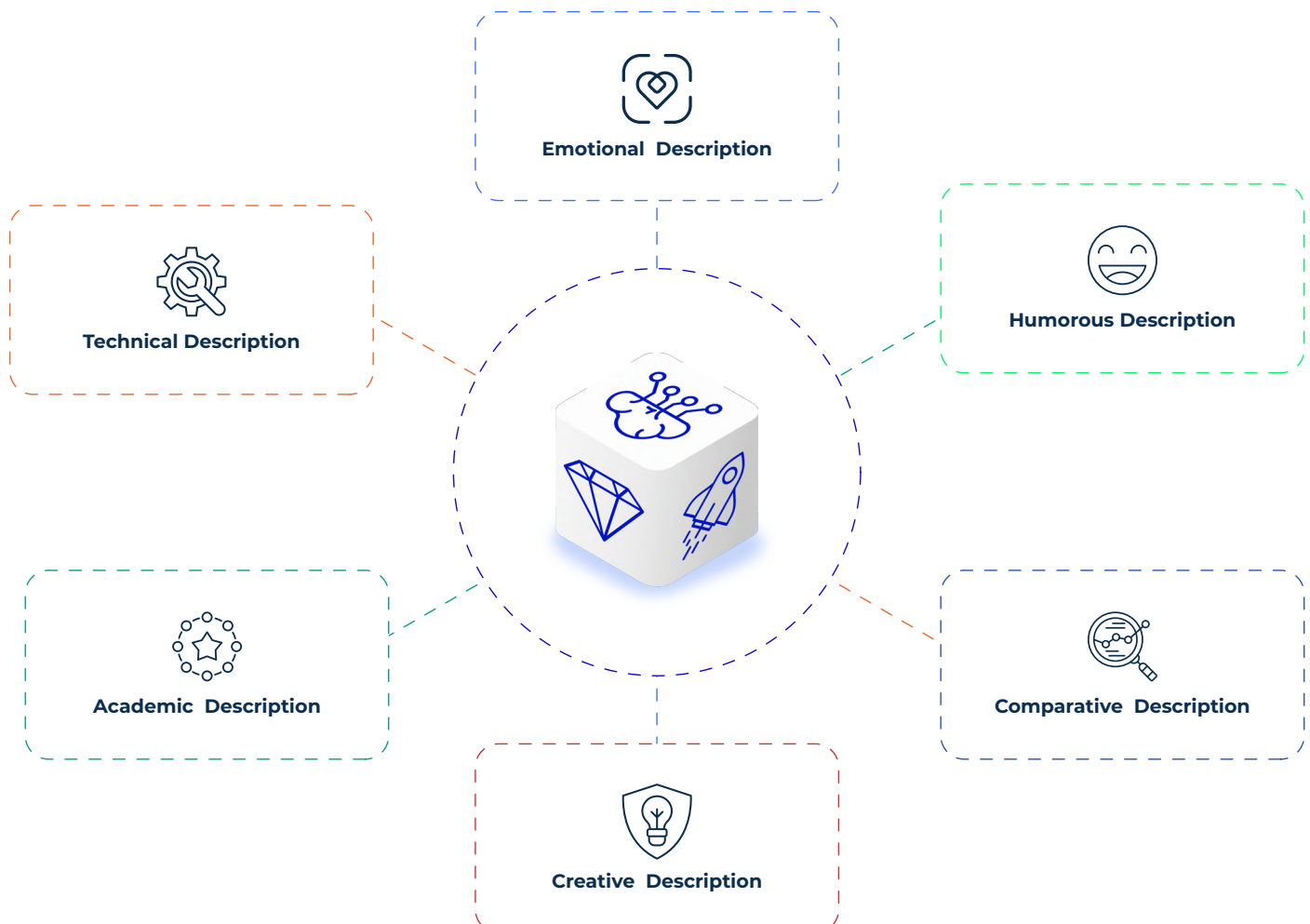
Enrich product information by creating, editing or grouping product attributes. Ensure data consistency with validation rules and improve efficiency with compound attributes.

### **LEVERAGE AI FOR ENRICHMENT**

Use AI-driven automation to generate product descriptions and translations instantly. Reduce manual effort and enhance product storytelling at scale.

### **CONTEXTUALISE CONTENT**

Set up multiple versions of product information to fit different markets, languages, or customer segments. Ensure your messaging is tailored to each audience.



## BULK ACTIONS

Publish, archive, move, or update product attributes in bulk. Effortlessly shift large selections of products into new categories.

## CHECK PRODUCT COMPLETENESS

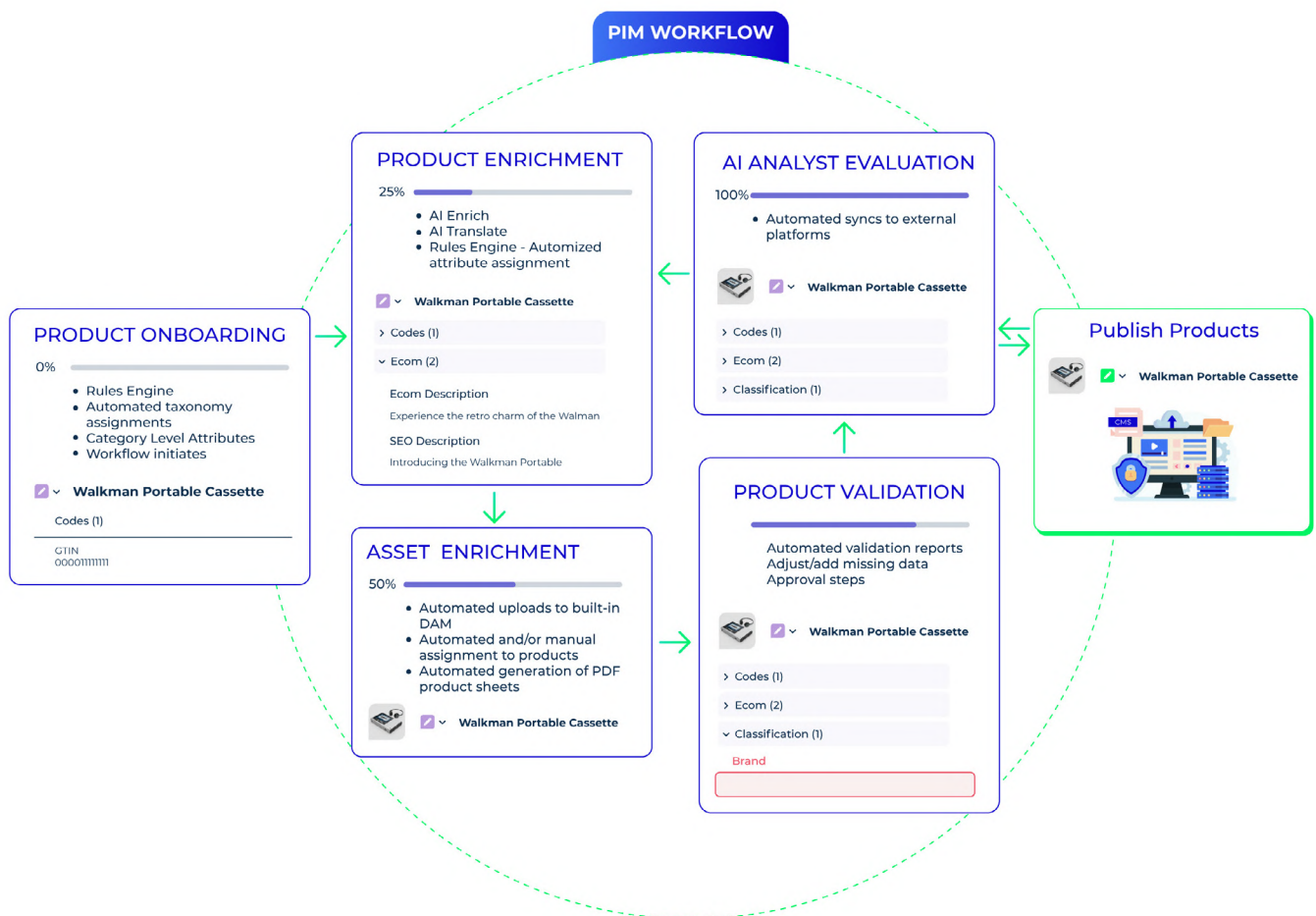
Monitor how much work remains before a product is ready for publication. Define custom completeness criteria, identify missing content, and ensure your products meet quality standards.

## MANAGE DIGITAL ASSETS

Store, organise, and track images, videos, documents, and other media in a centralised library. Easily link assets to products, bundles, or categories while retaining historical versions.

## DASHBOARD MONITORING

Keep track of product updates with real-time widgets on your dashboard. Gain instant insights into data quality, completeness, and pending tasks.



## Third: Team Up



Collaborate to maintain a Single Source of Truth for product data.

### SET ROLES AND PERMISSIONS

Invite colleagues, partners, and suppliers to work on product data while maintaining control with role-based permissions. Define access levels to ensure data security and integrity.

### MANAGE TASKS

Streamline product enrichment by breaking it into manageable tasks. Assign deadlines and responsibilities, tag related products, and track progress efficiently.

### EXCHANGE FEEDBACK

Reduce email overload - start discussions, comment on tasks, and track progress directly within Bluestone PIM.

### TRACK EDIT HISTORY

Get a complete overview of who made changes to product data at any stage, ensuring transparency and accountability within your team.

The screenshot displays the Bluestone PIM interface. On the left, a sidebar shows a list of products under the heading 'PRODUCTS (20/20)'. The products are listed with their names and status indicators (green checkmarks or grey circles). A modal window titled 'Update market texts' is open at the top, and another modal window titled 'Create a bundle' is open in the foreground. The 'Create a bundle' window shows a chat conversation between two users, Marcus and Sandy Jones, discussing product enrichment. The chat messages are: 'Hi Marcus, how is it going with product enrichment here?' and 'Hi Sandy, almost done, just waiting for the content from Mark'. The chat is dated '50 minutes ago by Sandy Jones'. A 'Reply' button is visible next to the second message. A text input field with the word 'Great' and a 'Comment' button are at the bottom of the chat window.

**PRODUCTS (20/20)**

NAME
BORHAMMER SDS + 26MM EL QCC
DRILL 18V 1.3 AH DCD771C2
PLANER GHO 18 V-LI SOLO
BORHAMMER 1500W
CONCRETE GRINDER CG125
KAPP & GJÆRSAG M18 FMS254-0
Jigsaw 18V DJV181Z
CUTTING / MOLDING SAW 54V T 305M
CIRCLE SAW DSS610Z 18V 165MM
CUTTING / MOLDING DW712N
SLIPMUS 120W KA2000 B + D

**Create a bundle**

Hi Marcus, how is it going with product enrichment here?

Hi Sandy, almost done, just waiting for the content from Mark

50 minutes ago by Sandy Jones

Great

Comment



## Fourth: Sell More



Promote products in multiple ways to maximise sales potential.

### BUNDLE UP

Combine products into bundles with shared attributes and adjusted quantities. Duplicate existing bundles and modify them to create new offers quickly.

### SET PRODUCT RELATIONS

Establish product-to-product relationships such as upsell, cross-sell, or accessories to increase order value and enhance customer experience.

### LEVERAGE OMNICHANNEL

Publish product data tailored to the specific requirements of each channel, ensuring seamless synchronisation and up-to-date product information across channels such as marketplaces and e-commerce platforms.

The screenshot displays a product management interface. On the left, a sidebar shows a navigation menu with 'All products' selected. The main area is divided into two panels. The left panel, titled 'Products 24', shows a list of products with columns for 'Updated' (in last 7 days), 'STATUS', and 'NAME'. The right panel, titled 'FRW S100 running shoes', shows the product details. It includes a 'SYSTEM ATTRIBUTES (1)' section with 'Product content status' set to 'Completed'. Below this, the 'Sports Equipment (20)' section lists various attributes and their values, such as 'App Deal of the day' (No), 'Commercial color' (Black), 'E-commerce item name' (FRW S100 running shoes), 'FEDAS kode' (245999 - Running shoes), 'IIC modellnummer' (FRS10), 'Leverandör modellnummer' (FF7819), 'badges\_batch\_purchase-e-commerce' (Yes), 'Commercial Size' (37), 'E-commerce Description' (Comfortable shoes that fit ...), 'Familie' (shoes\_outdoor\_running), 'IIC approved' (Yes), 'Lanseringsdato' (2023-05-01), 'Merke' (FRW).

## CREATE PRODUCT VARIANTS

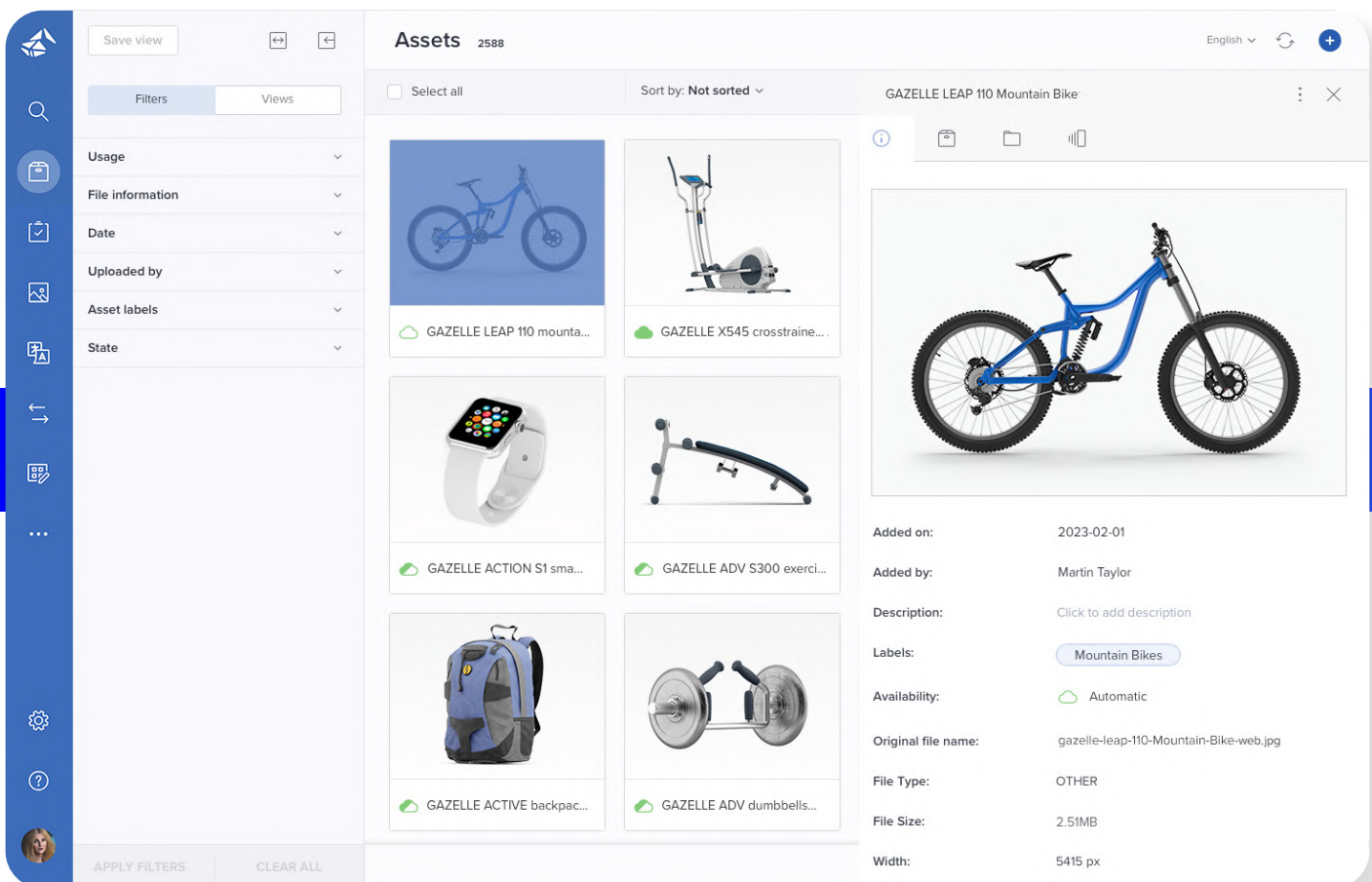
Group product variants together and define shared attributes for a consistent customer experience. Easily add existing products to variant groups or create new variants from scratch.

## EXPAND YOUR PRODUCT CATALOGUE FASTER

Save time by reusing attribute structures from existing products. Convert them into templates and apply them to multiple products at once, accelerating time-to-market.

## GAIN DATA INSIGHTS

Track product data quality with real-time analytics and reporting. Identify incomplete information, monitor data accuracy, and measure enrichment progress to optimise performance.



# Extension Hub



## Add Value to Your E-commerce Stack With Native and Partner Extensions

Our dedicated space with modular extensions for businesses to expand and customise their PIM capabilities, enabling faster, smarter, and more flexible product information management and composable commerce.

Gain the flexibility to build, scale, and adapt your tech stack by integrating ready-to-use Packaged Business Capabilities (PBCs), Connectors, and Accelerators powered by Bluestone PIM.

## Business Value

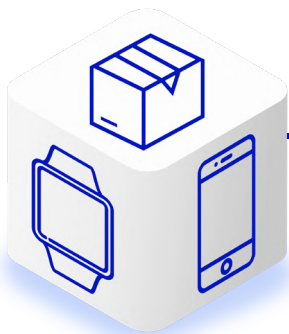
Effortless and secure transition to composable commerce – enables a smooth, risk-free shift, perfect for new adopters looking to embrace composable commerce with confidence.

Accelerated time-to-value & cost-effective deployment – pre-built extensions speed up implementation and reduce development costs, making them the ideal choice for budget-conscious businesses.

Simplified procurement & vendor management – a centralised hub streamlines sourcing, purchasing, and deployment, eliminating complexity and making procurement hassle-free.

# Packaged Business Capabilities

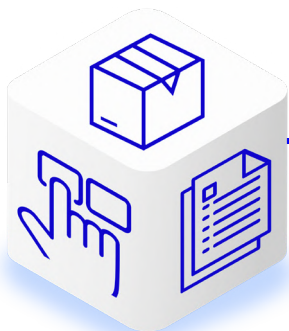
Discover a range of powerful extensions designed to enhance your product data management and e-commerce operations. Seamlessly integrated with Bluestone PIM and UI, these intelligent features simplify essential business functions - boosting efficiency without unnecessary complexity.



## **BUNDLE CONFIGURATOR**

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Effortlessly create and manage complex product and service bundles with this flexible, user-friendly extension.



## **PRODUCT CONFIGURATOR**

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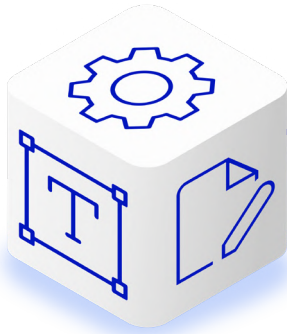
Easily design and manage complex product configurations, empowering customers to personalize their purchases.



## **PRICE MANAGER**

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Quickly implement sophisticated pricing strategies and deliver precise, targeted offers across all sales channels.



## **CONTENT STORE**

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A customisable portal offering a product catalog for secure, read-only access to product details, tailored for partners and resellers.



## **CAMPAIGN MANAGER**

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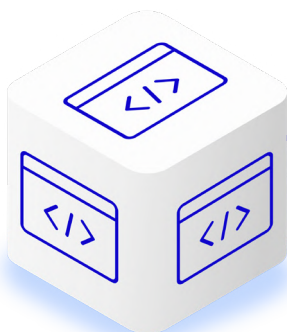
Efficiently create, schedule, target, and optimize sales and marketing campaigns for enhanced customer engagement.



## **VOUCHER MANAGER**

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Incentivise customers at every stage of their journey by creating and managing customised voucher codes to boost loyalty and drive sales.



## **CUSTOM EXTENSION**

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Build custom solutions that extend Bluestone PIM capabilities and integrate seamlessly with its user interface. Easily tailor the system to your unique needs using Bluestone's framework, SDK, and UI component library.



# Connectors

Seamless integration with third-party platforms, such as e-commerce systems, marketplaces, and DAM software, to streamline data flow and ensure synchronisation.



## **ALGOLIA PRODUCT SEARCH ENGINE**

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Boost product discoverability and expand global reach with a leading search platform supporting 80 languages.



## **COMMERCETOOLS CONNECT**

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Seamlessly transfer product data and images from PIM to the leading composable commerce platform.



## **PRODUCTSUP**

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Efficiently manage and syndicate product data across 2,500+ channels with powerful P2C and channel integration software.



### **CONTENTSTACK CONNECT**

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Easily connect your Bluestone PIM product data to Contentstack and harness the capabilities of a world-class headless CMS (Content Management System).



### **ADOBE INDESIGN SYNC**

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Use data from Bluestone PIM to create digital or print-ready product catalogs, product sheets, and other kinds of collateral.



### **EXTERNAL DAM CONNECTOR**

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Integrate digital assets from external DAM libraries directly into Bluestone PIM for streamlined product content management.



### **OCCTOO'S EXPERIENCE DATA PLATFORM**

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Use Bluestone PIM and Occtoo to rapidly build applications and create digital experiences across B2B and B2C channels by connecting and activating content, customer, and contextual data.

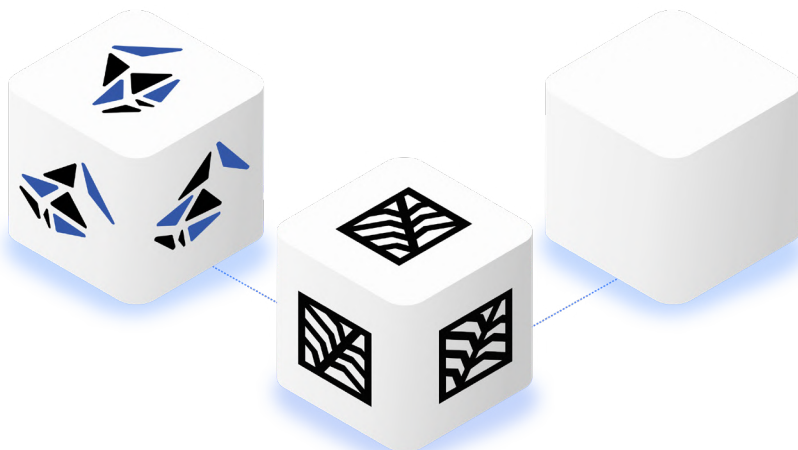
# Accelerators

Optimised for rapid implementation and high performance, enabling a fully integrated and scalable composable commerce ecosystem.



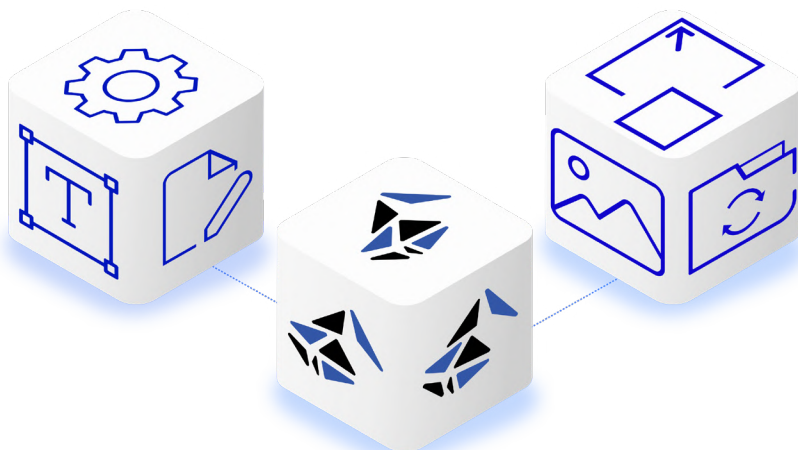
## **AVENSIA EXCITE**

Integrates best-of-breed systems to deliver a flexible and adaptable e-commerce infrastructure.



## **EVOLVE BY LAB DIGITAL**

Empowers digital retailers to launch, scale, and innovate with a high-performance e-commerce platform.



## **BLUESTONE PIM TELCO ACCELERATOR**

Streamlines telecom B2C and B2B operations, enabling seamless transitions from legacy systems to composable commerce while meeting the industry's unique demands.

# Bluestone PIM AI Extensions

## AI and PIM Converge for Ultimate Efficiency

AI-powered features available in our Extension Hub bring unmatched efficiency, precision, and automation to product data management.

Ensure consistency with smart data validation, enhance product descriptions with AI-driven copywriting, and streamline global expansion with effortless translations.



## Bluestone PIM's AI Differentiation

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Independence from the AI model - agnostic AI approach, open to the customer's AI service. Token independence from the PIM vendor.

Seamless integration - integrated into the user interface for streamlined work and direct implementation into the product catalogue.

Highly customisable - ability to instruct the AI for bespoke needs, brand guidelines or specific styling.

Scorecarding and reasoning - AI response reliability scoring with reasoning to improve decision making.

# AI Linguist



## Optimise Translations, Elevate Text Quality, and Eliminate Errors

Translate content across multiple languages, improve text quality, and correct spelling with AI Linguist. Ensure consistent global branding, enhance efficiency, and accelerate time to market.

## Features Overview of AI Linguist

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- **Translate Text**  
Easily translate content across languages while preserving context, meaning, and tone. AI Linguist ensures translations are culturally adapted and resonate with global audiences, allowing for effective communication across borders.
- **Improve Text**  
Automatically enhance the quality of selected text attributes, refining grammar, style and tone. Whether you need professional, engaging, or brand-specific adjustments, the AI improves the text while maintaining the original message.
- **Check Spelling**  
Ensure professional communication by detecting and correcting spelling errors.
- **Custom Instructions**  
Guide the AI with specific instructions to ensure that both translations and text improvements align with your goals.



# Key Benefits of AI Linguist

- **Use Multiple AI Models**

Select from a diverse set of AI models - sourced directly from your own AI model providers - to address various linguistic tasks. This adaptable approach ensures the perfect balance between task complexity, performance, and cost efficiency, while giving you full control over the models you use.

- **Easy Multilingual Content Creation**

Seamlessly translate product information across multiple languages, ensuring accurate localisation.

- **Error-Free Content Quality**

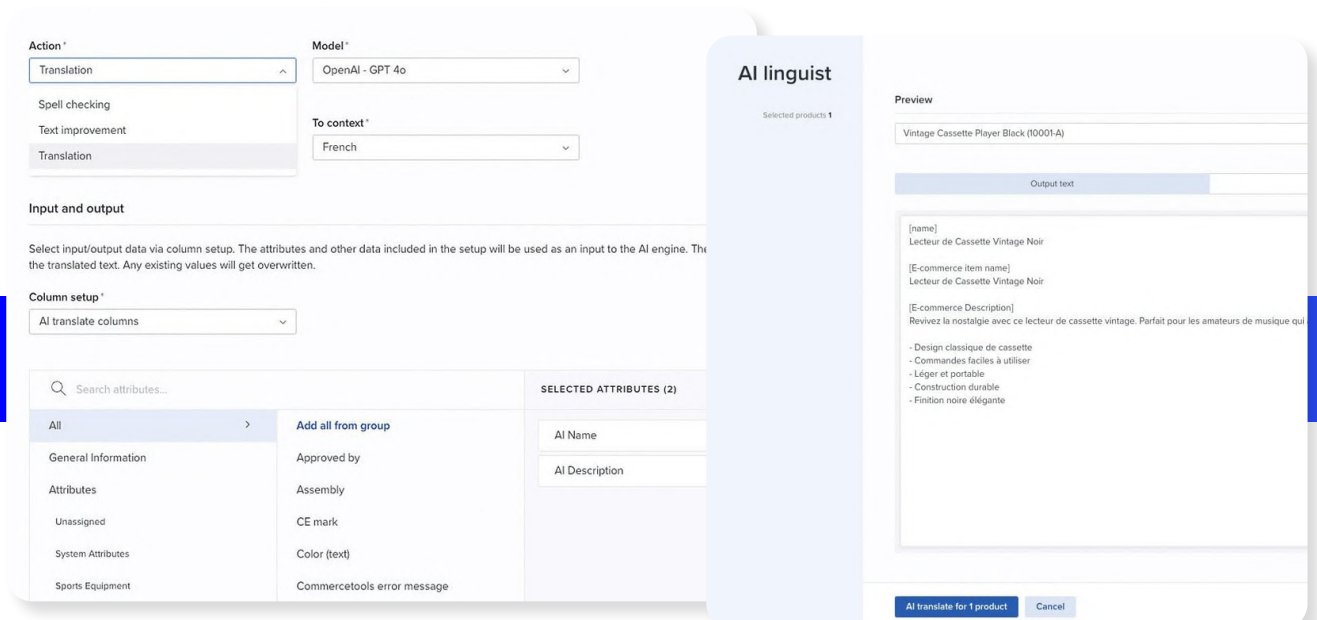
It delivers polished and professional text by improving grammar, style, and tone to align with your brand's voice.

- **Scalable Localisation**

Easily manage growing catalogs and large-scale translations.

- **Flexible AI Choice**

Offers multiple AI model options - selectable from your own AI model providers - to handle diverse linguistic tasks, optimising performance for your specific needs.



# Business Outcomes of AI Linguist

- **Expanded Global Reach**  
Engage international audiences with localised content, enabling faster and more effective entry into new markets.
- **Reduced Localisation Costs**  
Cut expenses associated with manual translations and editing through automated processes.
- **Faster Time-to-Market**  
Speed up the creation of multilingual content to enable quicker product launches, driving revenue growth and capturing market opportunities sooner.
- **Ensured Brand Consistency**  
Maintain accurate, on-brand messaging across languages and regions, strengthening global brand identity.



**Calculate your translation spend  
and see the savings with AI-powered efficiency**

# AI Enrich

## Deliver Product Data That Captures Attention And Drives Results

Enhance your product data with AI-powered copywriting, blending image analysis with brand-aligned content creation. Deliver more engaging product descriptions across all channels while improving search engine visibility with keyword-rich content.



# Features Overview of AI Enrich

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- **Generate Descriptions**  
Automatically writes and refines product descriptions using existing attributes, ensuring comprehensiveness and accuracy.
- **Image Analysis**  
Extracts key attributes - such as product type, color, and style - directly from product images and seamlessly incorporates this information into generated product descriptions and attributes.
- **Customisable AI**  
Empowers users to leverage predefined prompt templates or custom instructions, ensuring generated content aligns with brand tone, style, and audience.
- **Human Oversight**  
Provides a layer of control by allowing team members to manually review and make adjustments before any AI-generated content goes live. This ensures quality, accuracy, and alignment with business-specific requirements.
- **Automatic Application**  
Instantly applies enriched descriptions and attributes to the appropriate products.
- **Bulk Operations**  
Analyses multiple products simultaneously, generating tailored content for each and efficiently applying the results across all selected items.

# Key Benefits of AI Enrich

- Comprehensive and Rich Product Catalogue**  
Improves product data with precise descriptions and attributes in your preferred language.
- Enhanced Operational Efficiency**  
Automates repetitive tasks and enables bulk processing, streamlining workflows.
- Faster Product Onboarding**  
Speeds up product readiness with automated content creation, ensuring faster onboarding.
- Scalable Data Enrichment**  
Utilises advanced AI models to manage growing catalogues and large-scale updates.

AI enrich

Selected products 1

Search attributes

All >

General Information

Attributes

Unassigned

System Attributes

Medical Equipment - Basic Descriptors

Sports Equipment

Codes

Sizing

Electricity

Color

Dimensions

Marketing

Add all from group

AI analyst - Product Type

AI content approved

AI Description

AI Name

App Deal of the day

Applications

Approved by

Approved date

Approved for publication

Assembly

Available in Markets

badges\_batch\_purchase-ecom...

SELECTED ATTRIBUTES (11/50)

Name

Merke

E-commerce item name

E-commerce Description

Commercial Color

Commercial Size

User

USP 1

USP 2

USP 3

USP 4 Market



# Business Outcomes of AI Enrich

- **Cost Efficiency**  
Reduces labour costs and operational expenses while boosting productivity.
- **Faster Time-to-Market**  
Speeds up product readiness for quicker market introductions, keeping you ahead of competitors.
- **Enhanced SEO and Visibility**  
Elevates search rankings with keyword-rich content, making products more visible to the right audience.
- **Increased Sales and Revenue**  
Enhances customer experience, engagement, and conversion rates with high-quality product information.
- **Strengthened Brand Reputation**  
Builds trust by delivering comprehensive, brand-aligned product information across all channels.

The screenshot displays the 'ADD INSTRUCTION TO THE AI ENGINE' interface. It includes a text area for instructions, a 'GO TO SYSTEM MONITOR' button, and a confirmation message: 'AI enrichment started. A new AI enrichment job has been added to queue successfully. To track its progress, visit System'. Below the main form, a dropdown menu is open, showing options: 'Improve texts', 'Output as markdown source code', 'Output as HTML source code', and 'Set target language'.

ADD INSTRUCTION TO THE AI ENGINE

Here are some predefined suggestions for how to instruct the AI. They can be manually edited in afterwards. You can also write your own

ADD AI INSTRUCTION

Here are some predefined suggestions for how to instruct the AI. They can be manually edited in the textfield afterwards. You can also write your own instructions.

Set text length

Specify number of characters

Improve texts

Improve texts

Output as markdown source code

Output as HTML source code

Set target language

GO TO SYSTEM MONITOR

AI enrichment started

A new AI enrichment job has been added to queue successfully. To track its progress, visit System

**Use our calculator to find out the potential savings AI in PIM can bring to your business**

# AI Analyst



## Reduce Manual Effort In Data Quality Management

Unlock new levels of data quality and efficiency with AI-powered speed, precision, and automation. Compare input products to user-defined standards for consistent, accurate results - all while ensuring you stay in complete control of the process.

## Features Overview of AI Analyst

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AI-powered data quality analysis: evaluates your product data for incorrect or missing attributes, descriptions and categories.

Actionable insights with reliability scoring: delivers comprehensive reports with clear recommendations for improvement. Each suggestion is rated for reliability on a scale of 1 to 10, reflecting the system's confidence in the need to implement the suggested change.

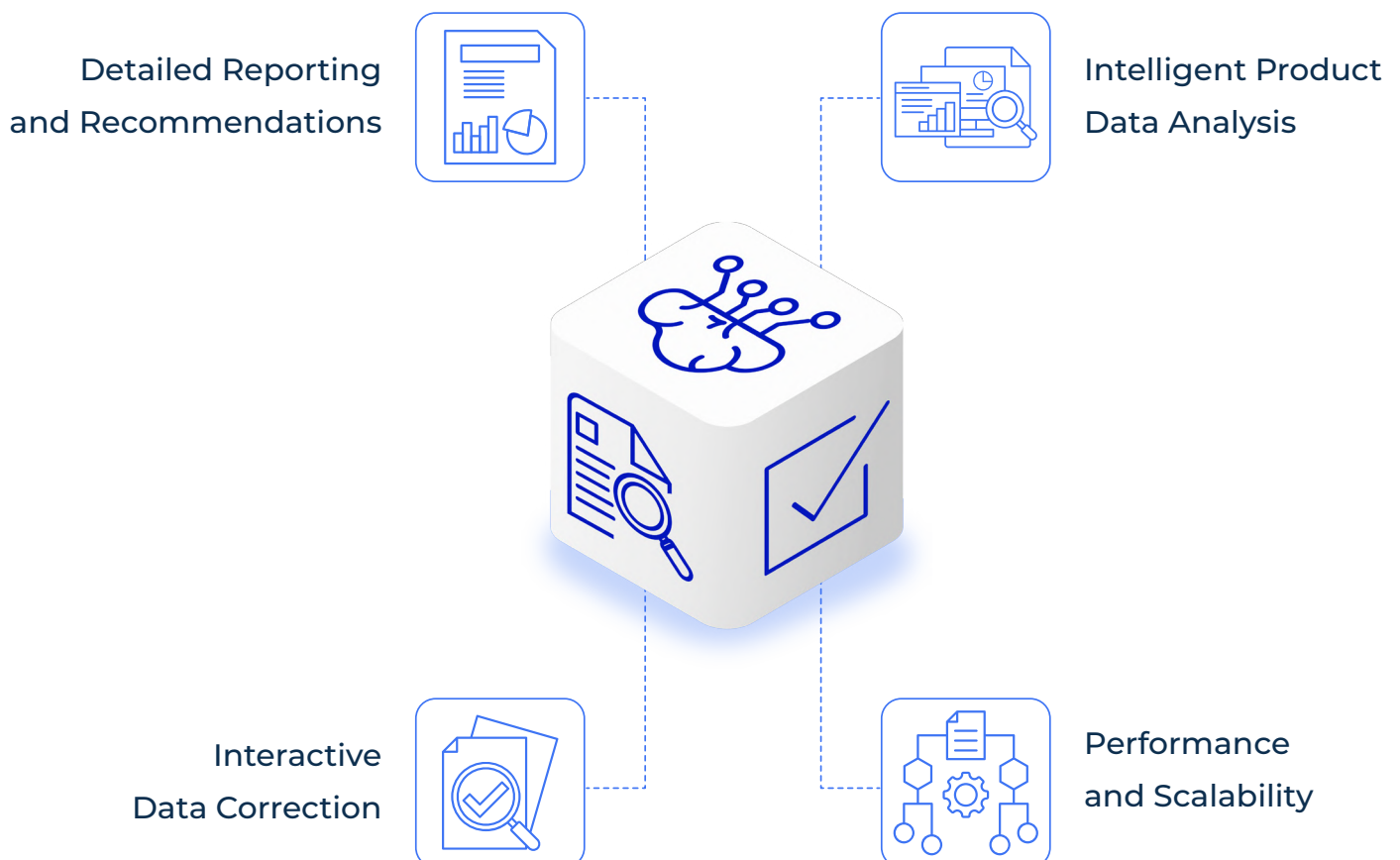
Automated corrections with human control: allows users to apply improvements from the reports with full review and approval control.

Seamless integration: built directly into Bluestone PIM, with user-friendly workflows.

# Key Benefits of AI Analyst

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- **Accurate & Consistent Product Data**  
Ensure your product data meets the highest quality standards.
- **Scalable Quality Control**  
Easily manage product data across thousands of SKUs, languages, and channels.
- **Operational Efficiency**  
Streamlines workflows, reduces manual effort, and speeds up product launches.
- **Enhanced Decision-Making**  
Detailed reports with actionable insights enable smarter decisions to improve data quality.



# Business Outcomes of AI Analyst

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- **Cost Efficiency**  
Reduced labour costs and minimises errors, cutting operational expenses while improving overall productivity.
- **Faster Time-to-Market**  
Actionable insights and automated corrections ensure product listings are accurate and market-ready faster.
- **Increased Revenue**  
High-quality product data improves SEO performance and organic traffic, enhances conversion rates, and reduces product returns.
- **Improved Customer Experience**  
Accurate, detailed product information builds buyer confidence and enhances satisfaction.
- **Brand Reputation**  
Establishes trust by providing consistent, reliable product information across all customer touchpoints.



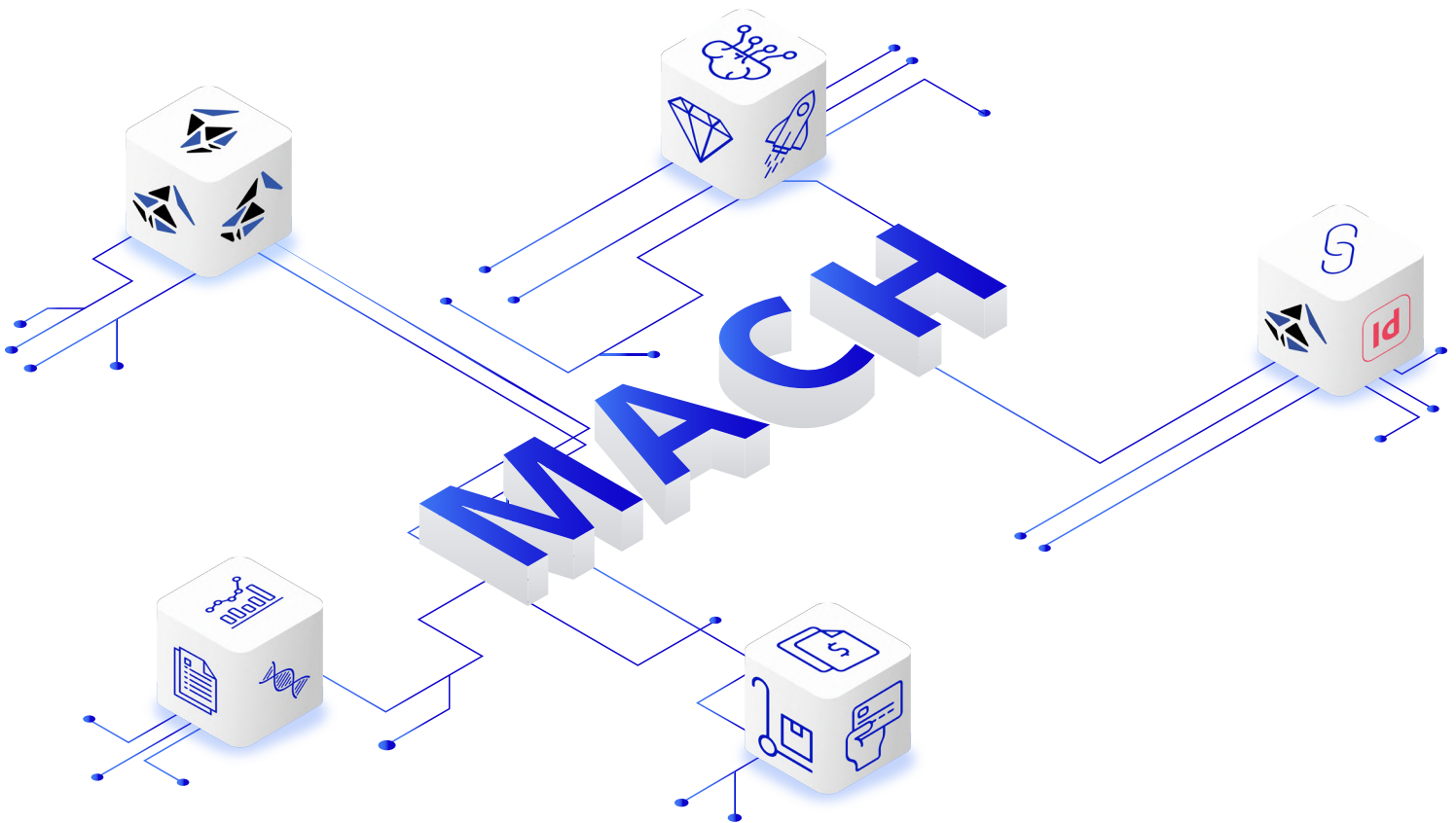
# Unlock the Power of the First MACH-Based PIM

## Discover Agility, Scalability, and Innovation

MACH technology is currently the most innovative enterprise technology ecosystem, allowing businesses to become more agile in the digital space.

MACH-based Bluestone PIM will help you:

- **Future-proof your business**
- **Scale on demand**
- **Trigger revenue growth and optimise costs**
- **Accelerate your time-to-market**
- **Build omnichannel strategy**



**M – MICROSERVICES-BASED ARCHITECTURE**  
**A – API-FIRST APPROACH**  
**C – CLOUD-NATIVE SAAS**  
**H – HEADLESS COMMERCE**



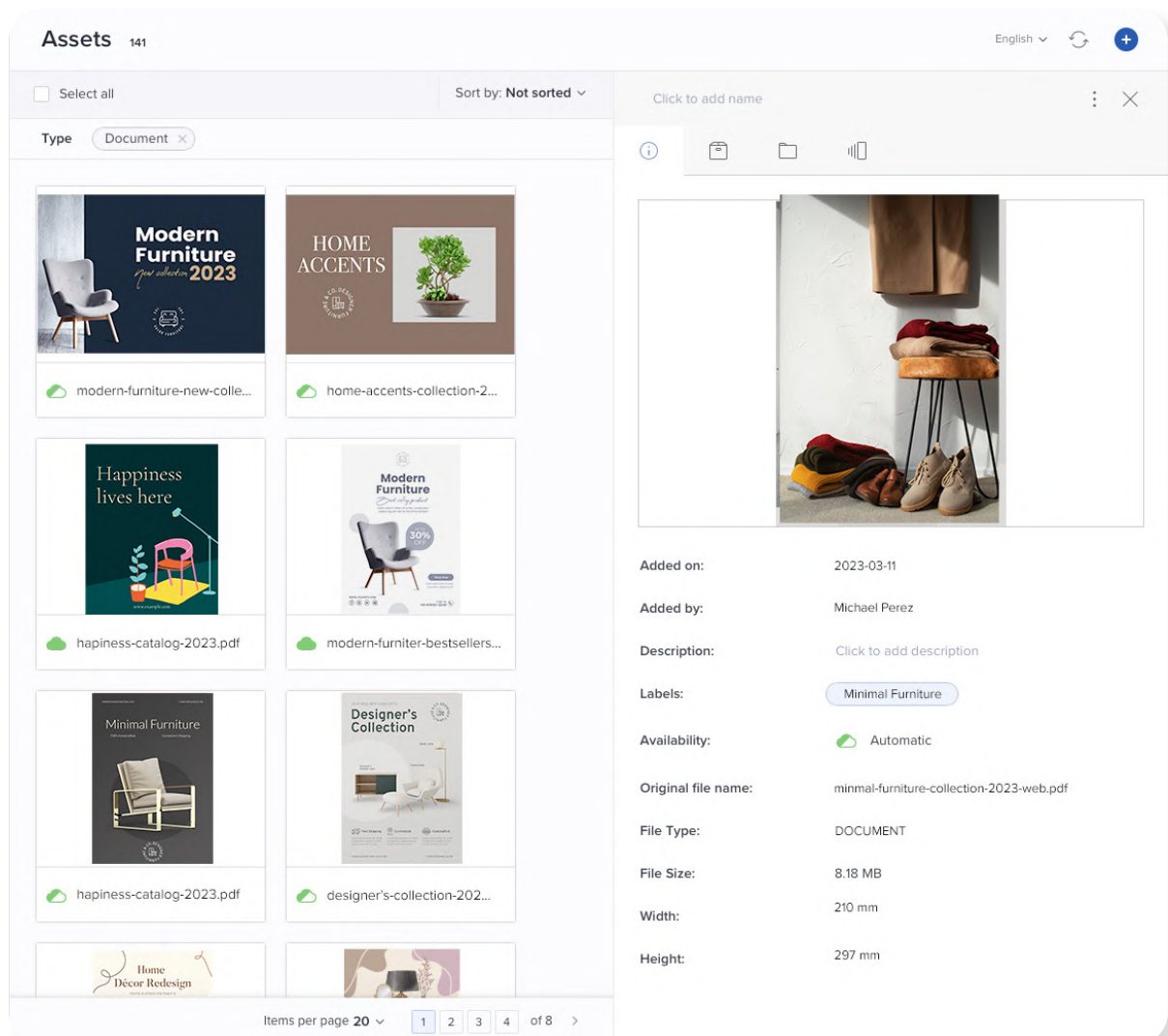


# Composable PIM Solution for Innovators

## Empower Your Business With Smarter Product Information Management

Managing product information shouldn't be a struggle. Bluestone PIM is a flexible, scalable solution that grows with your business, giving you the freedom to adapt and evolve.

Break down silos and bring business, marketing, and IT together for a seamless digital transformation. With the most advanced Product Information Management system at your fingertips, you can turn your product data into a powerful advantage. It's time to work smarter, move faster, and create better product experience.

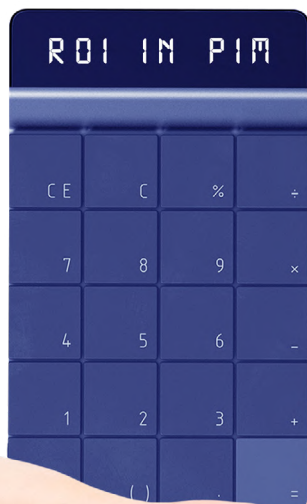


# Business Strategy and Leadership

Stay ahead of competition with a reliable provider of PIM technology.

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- **Single Source of Truth**  
Ensure accurate, consistent, and up-to-date product data across all channels.
- **Faster Time-to-Market**  
Streamline workflows to reduce delays and capitalize on new opportunities.
- **Scalable & Future-Proof**  
Built on MACH architecture (Microservices, API-first, Cloud-native, Headless), ensuring adaptability to changing business needs.
- **Market Expansion & Omnichannel Enablement**  
Seamless product data distribution across global markets, marketplaces, and digital touchpoints.
- **Cost Efficiency & ROI**  
Reduce Total Cost of Ownership (TCO) by cutting maintenance costs and improving operational efficiency.



See how much more revenue you can earn with Bluestone PIM

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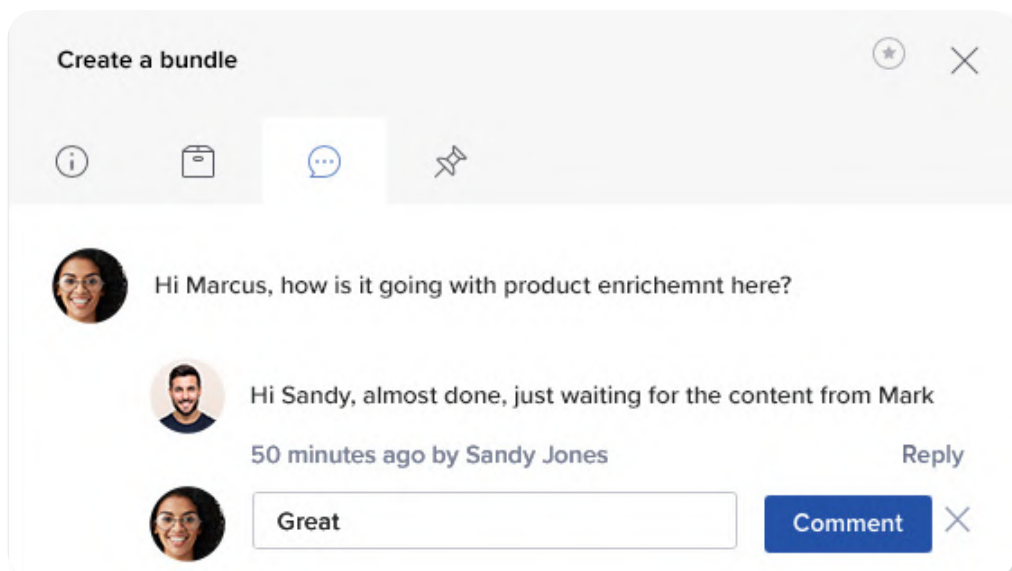
**Try our  
ROI Calculator**

# E-commerce and Marketing Teams

Delight your customers with engaging content across channels.

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- **Omnichannel Distribution**  
Deliver enriched, channel-specific product content across e-commerce, marketplaces, and social media.
- **Product Data Quality & Optimisation**  
Ensure high-quality, complete, and SEO-friendly product descriptions to enhance visibility and conversions.
- **Extension Hub**  
Expand PIM capabilities and easily tap into hundreds of sales channels with ready-to-use partner extensions.
- **Collaboration & Workflow Efficiency**  
Centralised data and collaboration tools streamline content creation and updates across teams, suppliers, and agencies.
- **Localised & Context-Specific Content**  
Manage translations, regional pricing, and product variations to ensure market-specific engagement thanks to AI-powered features.



# IT and Data Governance

Ensure security, compliance,  
and seamless integration.

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- **API-First & Headless Architecture**  
Over 700 API endpoints enable flexible integration with ERP, CRM, e-commerce, and marketing platforms.
- **Cloud-Native & Secure**  
Hosted on Amazon Web Services (AWS) for high availability, data security, and compliance with industry standards.
- **Scalability & Performance**  
Handle large product catalogs and high-traffic volumes without compromising speed or uptime.
- **Data Standardisation & Governance**  
Enforce data consistency across all sources, reducing errors and inefficiencies.
- **Automation & AI-Powered Tools**  
Reduce manual effort with smart automation features for data mapping, categorisation, and enrichment.



# Unleash the Full Potential



## Discover the Powerful Features of Blustone PIM

### Products

- Content management
- Data import and export
- Digital asset management Asset information
- Media labels
- Product variants
- Category-level attributes
- Variant-level attributes
- Compound attributes
- Product bundling
- Product catalogs
- Language versions
- Customizable product templates
- Product bulk editing
- PDF generator
- Personalized Product Editor
- AI features

### Users

- Customizable product grid
- Dashboard widgets
- Personalized library of Views
- Multi-user
- Advanced task management
- Roles and permissions
- Advanced notifications
- Access control
- Onboarding
- Live support



## Analytics

- Product completeness
- Data visualisation
- Product version control
- Data quality control
- Metrics
- Search functionality
- Product history
- Advanced filters
- Product statuses
- Validation rules

## Strategy

- Marketing and e-commerce extensions
- Cross-selling and upselling
- Ready marketplace integrations
- Campaign management
- API and webhooks
- Flexible data modeling
- AWS technology

# What Others Say About Bluestone PIM

“

**Bluestone PIM** has the product mix we need and it delivered the customization and configurations we are looking for. They have a really good team with a lot of knowledge and experience.

**Anders Fornebo**  
IT Director and CIO  
Modino AS



“

**Wilhelmsen Ships Service** implemented **Bluestone PIM** due to its scalability, connectivity features and tools for effective collaboration. It has allowed us not only to manage product related information in an efficient and meaningful way but also to provide our customers with a great seamless experience across online, mobile, and offline sales channels.

**Li Minting**  
Product Data Manager  
Wilhelmsen Ships Service



## Industry Recognitions

**Bluestone PIM** was a pioneer in integrating GenAI capabilities into its offerings and continues to be at the forefront of innovation.

**Gartner's 2025 Report**



“

Being able to use **Bluestone PIM** as a single source of truth for all our product information across different platforms makes our day-to-day job more efficient. The integration between **PIM** and our **CMS Umbraco** allows us to rely on **Bluestone PIM** to deliver images, documentation and USPs directly to our website and to NOBB (Norwegian Building Materials Database).

This gives us a competitive advantage in the market, and makes it easier for us to rank higher in organic search.

**Line Klaastad Hasle**  
Digital Marketer and  
Customer Journey Manager  
Bergene Holm



“

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 Sitcore, and it all works very smoothly. Bluestone PIM has proven to be a solid partner and enabled us to increase our digital business volume dramatically.

**Joakim Solem**  
E-commerce Manager  
Neumann



# Let's talk!

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## See Bluestone PIM in action

- 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

**Schedule A Demo**

### TRUSTED BY TOP COMPANIES

**ZEEMAN**

