

# Build What Your Business Needs with Bluestone PIM PBCs

**Packaged Business Capabilities, or PBCs, are the building blocks of Composable Commerce.**

Think of them as LEGO bricks for your enterprise. Each one does a specific job and does it well.

In simple terms, a PBC is a self-contained software module that supports a complete business capability.



## Bluestone PIM: Core PBCs

### Price Manager

Turn pricing into a strategic advantage by removing the limitations of traditional ERP systems.

- **Schedule set and forget offers.**
- **Roll out tailored pricing for specific regions or customer groups.**
- **Apply fixed price overrides without technical bottlenecks.**
- **Set guardrails to reduce errors and protect brand consistency.**



### Advanced Product Configurator

Remove complexity from selling configurable products by allowing customers to build their own items through a self service journey.

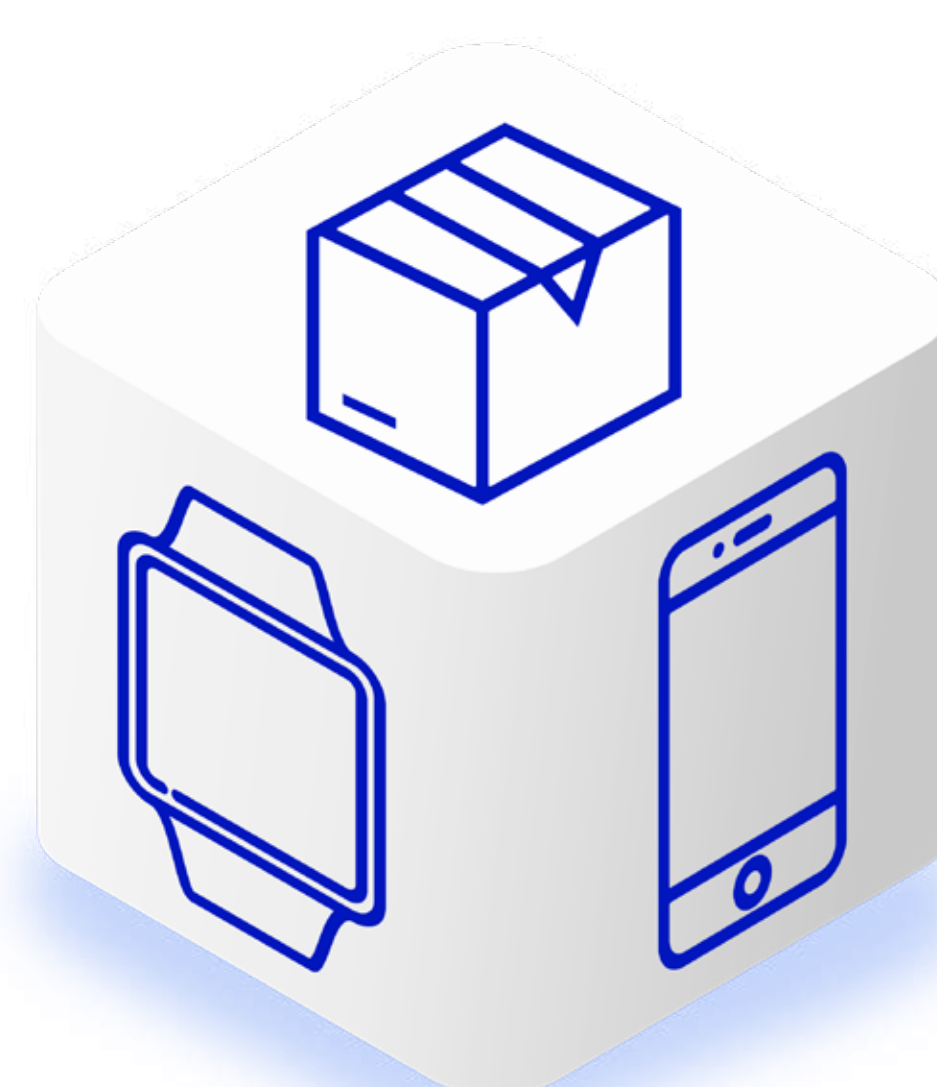
- **Manage models and technical components via clear business rules.**
- **Calculate prices automatically as options are added.**
- **Create distinct journeys for B2B and B2C customers.**
- **Speed up the buying process while reducing the load on support teams.**



### Advanced Bundle Configurator

Create and manage product and service bundles without technical complexity.

- **Combine physical products with digital services.**
- **Define mandatory and optional items within each bundle.**
- **Keep pricing accurate with real time cost data.**
- **Track performance to identify high value combinations.**



### Voucher Manager

Convert discounts into loyalty drivers with full control over incentive programmes.

- **Generate single or bulk codes directly in your PIM.**
- **Link vouchers to specific users, categories, or segments.**
- **Apply discounts based on dates, spend thresholds, or products.**
- **Monitor performance through real time redemption tracking.**



### Adobe InDesign Sync

Eliminate manual effort by connecting Bluestone PIM directly with Adobe InDesign.

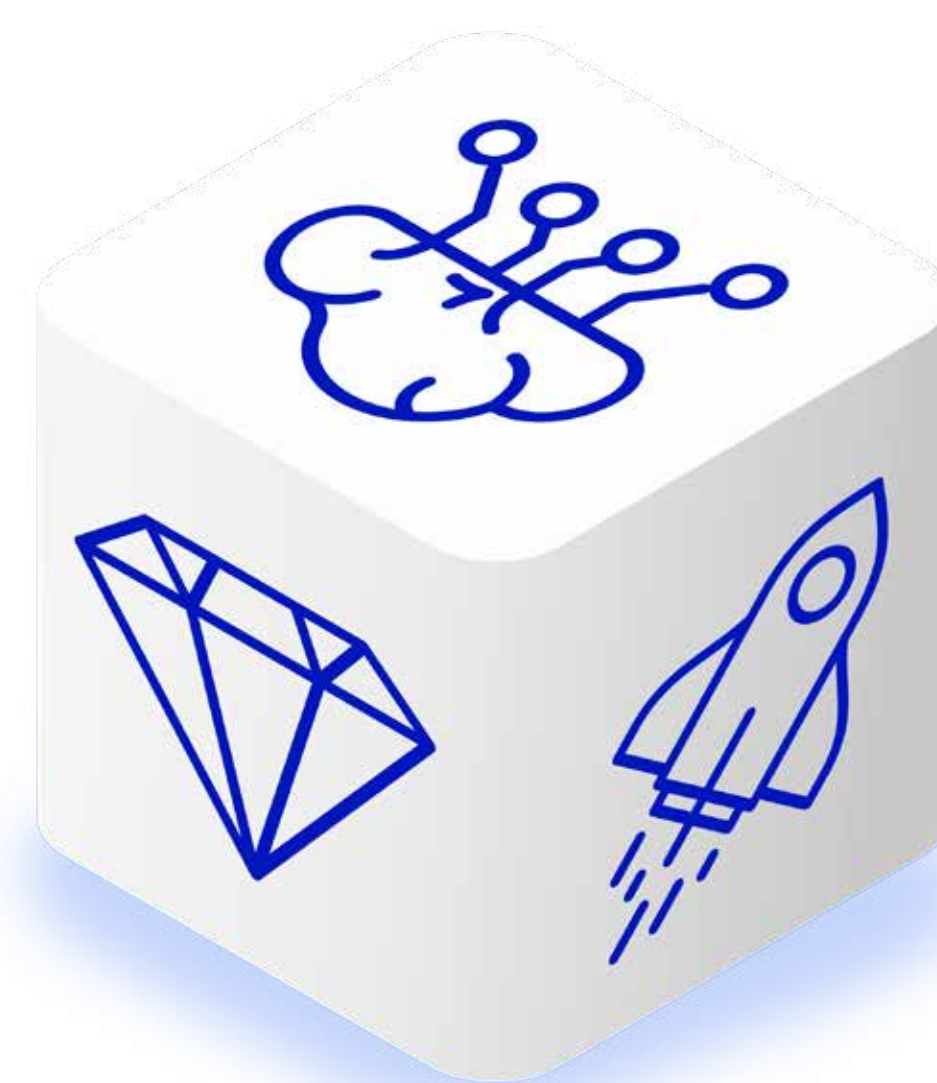
- **Produce digital and print ready catalogues using live product data.**
- **Use pre-built templates to standardise layouts.**
- **Sync data via the EasyCatalog plugin to ensure consistency.**
- **Update all collateral automatically when product information changes.**



### AI Enrich

Automate the creation of brand aligned content at scale.

- **Generate and improve descriptions using existing data and images.**
- **Extract attributes like colour and style directly from product photos.**
- **Create multilingual content for global markets.**
- **Maintain control with review and approval workflows.**



### AI Analyst

Maintain flawless data quality across large catalogues.

- **Run high volume checks across thousands of products in seconds.**
- **Detect missing attributes or formatting inconsistencies automatically.**
- **Analyse data against your own defined golden standards.**
- **Receive detailed reports with practical improvement suggestions.**



**To explore further options, visit the**  
**Bluestone PIM Extension Hub.**

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