

Transforming Product Data Infrastructure for Omnichannel Retail and B2B Growth

Case Study



stadium[®]



Company Overview

Company

Stadium Sweden AB

Industry

Retail

Location

**Sweden (Headquarters),
with operations in Finland
and Norway**

Sales Channels

**Omnichannel
(B2C retail, e-commerce,
B2B sales, marketplace)**



Stadium is one of the leading sports retailers in Northern Europe. Founded in Sweden in 1974, the company has grown into Scandinavia's largest sporting goods chain, operating nearly 200 stores across Sweden, Finland, and Norway.

The retailer offers a wide assortment of athletic apparel, footwear, and equipment from global brands such as Nike, Adidas, and Puma. Alongside these brands, Stadium has built strong private labels including Everest and SOC, which play an important role in its product strategy. Over the past decade, Stadium has evolved beyond a traditional retail model. The company now operates as an omnichannel business where physical stores, e-commerce, and B2B sales channels work together.

Central to this strategy is the ability to manage product data efficiently across multiple markets, languages, and customer segments. To support this ambition, Stadium began modernising its technology stack and product data infrastructure.

Business Use Case

Stadium implemented Bluestone PIM to replace its legacy on-premise PIM platform (Inriver) and establish a modern product data foundation for both retail and B2B operations.

The new platform became the single source of truth for all customer-facing product information. From marketing copy and technical specifications to media assets and localisation, all product content is now managed centrally and distributed across digital and physical channels. This transformation was particularly important for two areas of the business:

Multi-Market Retail Operations

Stadium operates across several Nordic markets where localisation, language adaptation, and channel consistency are essential.

B2B Team Sales

The company runs a specialised division that supplies sports clubs with customised kits, equipment, and merchandise. This business supports more than 1,000 clubs and is managed by a dedicated team of sales representatives.

Managing these two very different business models required a flexible and scalable product information platform.

Key Strategic Focus Areas

Stadium's transformation centred on building a product data platform that could support both its omnichannel retail strategy and the rapid expansion of its B2B business. The initiative focused on several strategic priorities.

Omnichannel Product Data Consistency

Stadium needed a unified product information foundation that could serve multiple Nordic markets while maintaining consistent brand presentation across digital and physical channels. Bluestone PIM centralises product data and distributes enriched content to all customer touchpoints, helping teams maintain accuracy and consistency across e-commerce platforms, retail environments, and partner systems.

Scalable Multi-Market Operations

Operating in Sweden, Finland, and Norway requires localisation of product content, languages, and marketing materials. Bluestone PIM supports this through structured product data models and context-based content management, enabling teams to adapt product information for each market without duplicating work.

Operational Efficiency Through Automation

Stadium aimed to reduce manual processes associated with product enrichment, localisation, and content management. Automated workflows and decentralised enrichment allow different teams to work simultaneously on product information while maintaining a centralised data foundation.

B2B Team Sales Enablement

A key priority was supporting the company's fast-growing B2B Team Sales division. The platform enables Stadium's sales representatives to manage customised assortments, club-specific products, and match kits efficiently without increasing operational overhead.



The Challenge

Before the transformation, Stadium relied on a legacy PIM (Inriver) system that had been in place for more than a decade. The platform had become increasingly difficult to maintain and adapt to modern retail requirements.

Several limitations slowed the organisation down:

Limited Flexibility

The on-premise architecture made it difficult to modify workflows, introduce new integrations, or adapt to changing business needs.

User Experience Constraints

The interface lacked flexibility for different teams, forcing users to rely on manual workarounds and external tools.

Operational Instability

System stability issues created friction in daily operations, especially when large volumes of product data were processed.

Scaling Challenges

As the business expanded across markets and sales channels, the legacy platform struggled to support the growing complexity of product data.

For Stadium, continuing with the existing system would limit its ability to innovate and expand.

The Implementation

The transition to Bluestone PIM formed part of a broader technology transformation across the organisation.

Stadium began moving away from traditional monolithic systems toward a cloud-native architecture built around microservices and API-based integrations.

The PIM platform became a central component of this modern stack, connecting multiple systems responsible for product lifecycle management, operations, and commerce.

Despite the complexity of migrating from a long-standing legacy environment, the implementation process was straightforward and efficient.



Bluestone PIM x Avensia Collaboration



Stadium partnered with Avensia to implement and tailor Bluestone PIM to its operational needs.

Avensia provided implementation expertise and developed additional capabilities that extended the system beyond its standard functionality. One example is the Contextify plugin, which simplifies workflows for Stadium's specialised teams by reducing manual steps and minimising the risk of errors.

This collaboration enabled Stadium to build a solution that supports both retail operations and its unique B2B sales workflows.

Key Implementation Highlights

Microservices-Based Architecture

Bluestone PIM integrates into Stadium's cloud stack alongside its ERP system (IFS) and other commerce platforms.

Customised User Experiences

Role-based permissions and tailored interfaces allow different teams, including B2B sales representatives, to work efficiently with the same product data foundation.

Enterprise-Scale Data Management

Bluestone PIM supports Stadium's growing product catalogue across multiple markets, languages, and sales channels without adding operational complexity.



The Solution

Bluestone PIM now acts as Stadium's central product data hub, bringing together product information from across the business and preparing it for every sales channel.

For private label products, the journey starts at the concept stage. Product designs are created in the product lifecycle (PLM) system, where initial specifications and structure are defined. From there, products move into operational systems, where core data such as pricing, logistics, and availability is added.

Bluestone PIM is where these products are completed. Teams enrich each item with marketing content, detailed attributes, and media assets, turning internal product data into customer-ready information. For externally sourced products, supplier data is brought into the same environment and standardised. This ensures that both private label and third-party assortments follow the same structure, quality standards, and enrichment processes.

Once enriched, all product information is distributed automatically to digital channels. This gives Stadium a consistent and reliable product experience across e-commerce, marketing, and sales touchpoints, all managed from a single source of truth.



How We Enable Company Success

Bluestone PIM provides Stadium with a stable and extensible platform that supports collaboration across multiple teams.

Product managers, merchandisers, and sales specialists can work with the system without requiring deep technical expertise. Many users were able to learn the platform independently, reducing the need for lengthy onboarding processes.

The platform's open architecture also allows Stadium to experiment with new tools and workflows.

For example, the company has integrated its own AI translation models and image-processing services directly into the product data workflow. This flexibility enables continuous improvement of internal processes without waiting for vendor updates.



The Results

The project delivered measurable improvements across technology, operations, and business performance.

Higher Platform Stability

The cloud-native architecture significantly improved system reliability and uptime compared to the previous on-premise solution.

Reduced Translation Costs

By integrating its own AI translation models, Stadium lowered localisation costs while maintaining consistent multilingual product content.

Operational Scalability

The company successfully doubled the size of its B2B segment without increasing administrative staff.

Improved Agility

Teams can now adapt product data structures, workflows, and integrations faster, supporting new initiatives across retail and digital channels.

Looking Ahead

Stadium continues to evolve its digital commerce ecosystem.

The company is exploring the use of **Digital Product Passports (DPP)** to increase transparency around product materials, sustainability, and lifecycle information. This aligns with upcoming European regulatory requirements that will demand structured product data for most goods sold within the EU.

At the same time, Stadium is transitioning to a new commerce platform based on Omnium technology. The next step will include advanced product bundling capabilities that allow customers to configure personalised sports kits and equipment packages.

With Bluestone PIM as the foundation of its product data infrastructure, Stadium now has the flexibility to pursue these initiatives while maintaining consistency across markets, channels, and customer segments.



Let's talk!

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

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