



PIM
for
Building Industry

WHITEPAPER

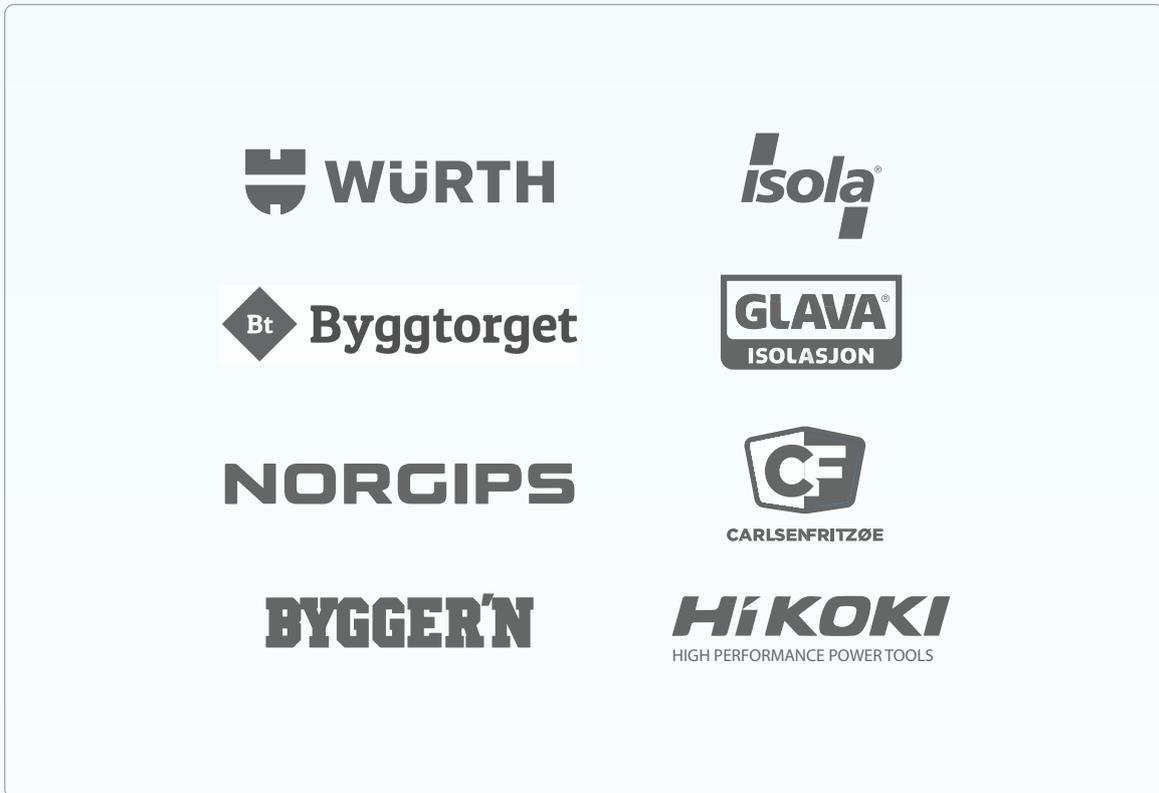
Product Information Management in the building industry

COMPANIES WORKING WITHIN THE SCANDINAVIAN BUILDING INDUSTRY CAN IMMEDIATELY IMPROVE THEIR **SALES RESULTS** BY IMPLEMENTING A QUALITY PRODUCT INFORMATION MANAGEMENT (PIM) PLATFORM.

Benefits of Product Information Management:

- ✓ More control over a growing number of products
- ✓ A single source of truth for all product-related information
- ✓ Consistent and up-to-date information across all sales channels
- ✓ Higher quality of all product information
- ✓ Easier collaboration on product information

The team of Bluestone PIM has seen how these benefits improved the business performance **for many of our clients.**



BY IMPLEMENTING PIM, THESE COMPANIES
SUCCEEDED IN PROVIDING THEIR
CUSTOMERS WITH **GREAT PRODUCT
EXPERIENCES**, IMPROVING THEIR
COOPERATION WITH MULTIPLE SUPPLIERS
AND INCREASING THE BOTTOM LINE.

HOW BLUESTONE PIM CAN HELP

Printed catalogs

No matter if it is large productions with all the products added, or smaller versions with a section of products, both must include **correct product information**. Without PIM, the information is typically exported to an Excel file, and then manually added to the setup in Adobe InDesign. However, this process is prone to mistakes, both with the input information, as well as with information being outdated. Changes in Adobe InDesign are not automatically updated in PIM. With Adobe InDesign Sync, product information can be **easily imported** into InDesign without copying and pasting from Excel.

Results:

- ✓ Updates in PIM are shown in the InDesign project file
- ✓ Updates in PIM trigger a new import
- ✓ Data which are edited in Adobe InDesign are exported back to PIM
- ✓ This makes the design process convenient as you work with the actual information
- ✓ The quality of product data is reliable

HOW BLUESTONE PIM CAN HELP

E-commerce in any channel

For building materials suppliers, who rely on **multiple channels**, Bluestone PIM sends information necessary for orders to e-commerce solutions on a website, mobile devices, other handheld devices, e.g. Handyman or e-procurement portals.

PIM should handle all product attributes, **specific for the building industry** such as different units, prices on units (e.g. per square meter vs per package), product variants, bundles and technical specifications.

Support for promotional materials

Promotional materials used in sales campaigns are often created centrally, and then distributed to local sales points. By connecting a **poster generator to PIM**, individual shops can create the posters themselves and print them locally. In this way, shops can have tailor-made campaigns, but with the quality acceptable to HQ. Templates for the posters are fully controlled by the central marketing department. The shops will only decide which products will show. Product information, images and prices will be taken directly from PIM.

HOW BLUESTONE PIM CAN HELP

Product sheet PDF generator

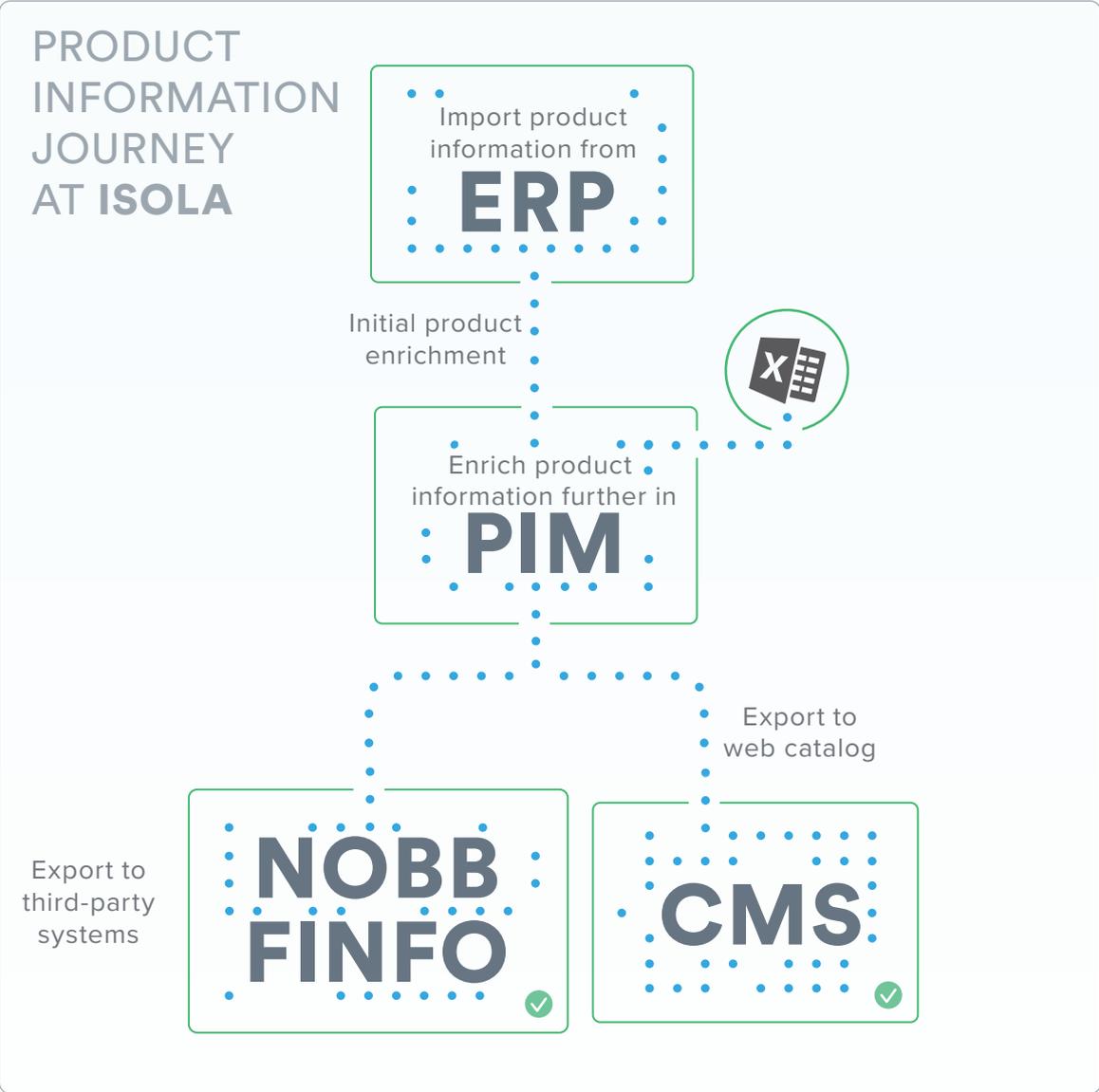
By connecting a PDF generator to Bluestone PIM, there is no more need for the manual process of making product sheets. The Product Sheet PDF Generator helps to create and maintain **high-quality product data sheets** without having to use other advanced design software. The PDF documents are created from pre-defined templates, automatically stored in the DAM and are ready to use as a giveaway on a stand, as part of a sales offer, on a website or in your ERP system. Whenever an updated product sheet is needed, it will generate a new version based on the current information in PIM.

Benefits:

- ✔ Manual work with product sheets becomes needless
- ✔ High quality of generated documents is ensured
- ✔ Multi-language content is supported
- ✔ Automate more work with standardised templates

Third-party systems

Bluestone PIM customers in the building industry almost exclusively have some connection to **NOBB** (Norsk Byggtjeneste, an industry database for all building materials in Norway). PIM can be connected to NOBB so that changes are being automatically transferred. This makes updating industry databases less cumbersome as there will only be one system to update information. On the exporting end, data can be easily taken from NOBB and sent to Bluestone PIM. Different fields can be added, so that it is easy to understand where the information is from and what can be updated. This principle can be used in other databases such as **NRF**, **Finfo** or **EFO**.



HOW BLUESTONE PIM CAN HELP

Supplier portals

Bluestone PIM eliminates the headache associated with managing product data provided by suppliers in documents, spreadsheets, images or other files saved in different formats. With strict access control you can invite suppliers to **collaborate on the products** and ensure they will provide you with the right data in the right format.

Shelf-labelling

PIM data can be used in shelf-labelling systems, either printed or electronic. It is possible to create templates for labels with **correct barcodes** and necessary product information.

Scandinavian norms and technical specification

An increasing number of legal regulations obligate builders and construction companies to provide detailed information about the materials used in a given building project.

Bluestone PIM allows you to easily meet those requirements by creating accurate product descriptions and detailed product cards with both technical specification and compliance with standardized norms.

HOW BLUESTONE PIM CAN HELP

Central repository for all product information

You can easily connect Bluestone PIM with your webshop, an ERP system and other external sources, to bring all product data together.

Having one central repository for all product information reduces acquisition costs and gives a single-view where you can easily search, update and publish product information across all channels, devices, and languages.

Better cooperation between suppliers and retailers

Bluestone PIM eliminates the headache associated with managing product data provided by suppliers with documents, spreadsheets and images saved in various formats.

With strict access control you can invite suppliers alike to collaborate on the products and ensure they will provide you with the right data in the right format.

Contact us for a guided tour of Bluestone PIM
www.bluestonepim.com



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