

# **PIM** for a **Global Business**

**Case study**



## ABOUT WILHELMSSEN SHIPS SERVICE



With offices in 125 countries, supporting non-stop operations in 2 200 port locations across the globe, Wilhelmsen Ships Service has the largest maritime services network in the world.

The maritime industry's trusted partner in port, on board and offshore, their portfolio of products and services are available in every market and region, to every conceivable vessel type.

### WILHELMSSEN COMPANY MISSION

**“Our ambition is to shape the maritime industry. Through innovation, expertise, quality products and services we are able to meet the challenges and needs of the world’s global fleet”**

For more information on Wilhelmsen Ships Service, please visit [wilhelmsen.com](http://wilhelmsen.com)



**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 for Marine Products**

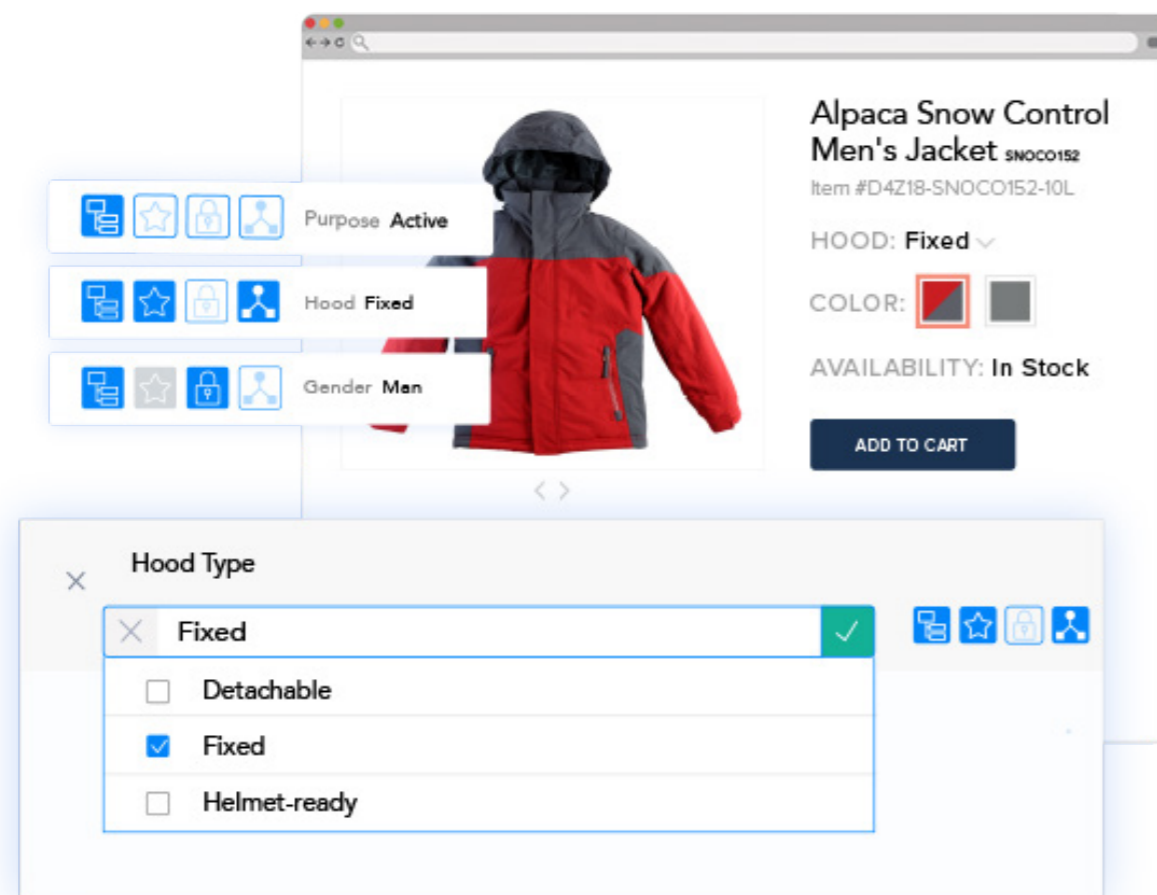
at Wilhelmsen Ships Service

## ABOUT BLUESTONE PIM



### BLUESTONE PIM INTERFACE

Bluestone PIM offers a **user-friendly** interface that simplifies product information management.



## BLUESTONE PIM VISION



We help organizations sell products in all digital sales channels



### A flexible product panel makes it extremely easy to:

- enrich product-related data by creating and editing details also known as **product attributes**
- apply changes to a large number of products at the same time thanks to **bulk editing**
- connect images, videos, documents and other media files to products or even entire categories thanks to a **Digital Asset Management** feature
- set up **product-to-product relations**, such as upselling or cross-selling
- create and manage **product variants** or **product bundles**

## OMNICHANNEL-READY

At its core, omnichannel serves the convenience of your customers by allowing them to interact with your products **seamlessly in every sales channel**, online or offline, leaving no channel behind.

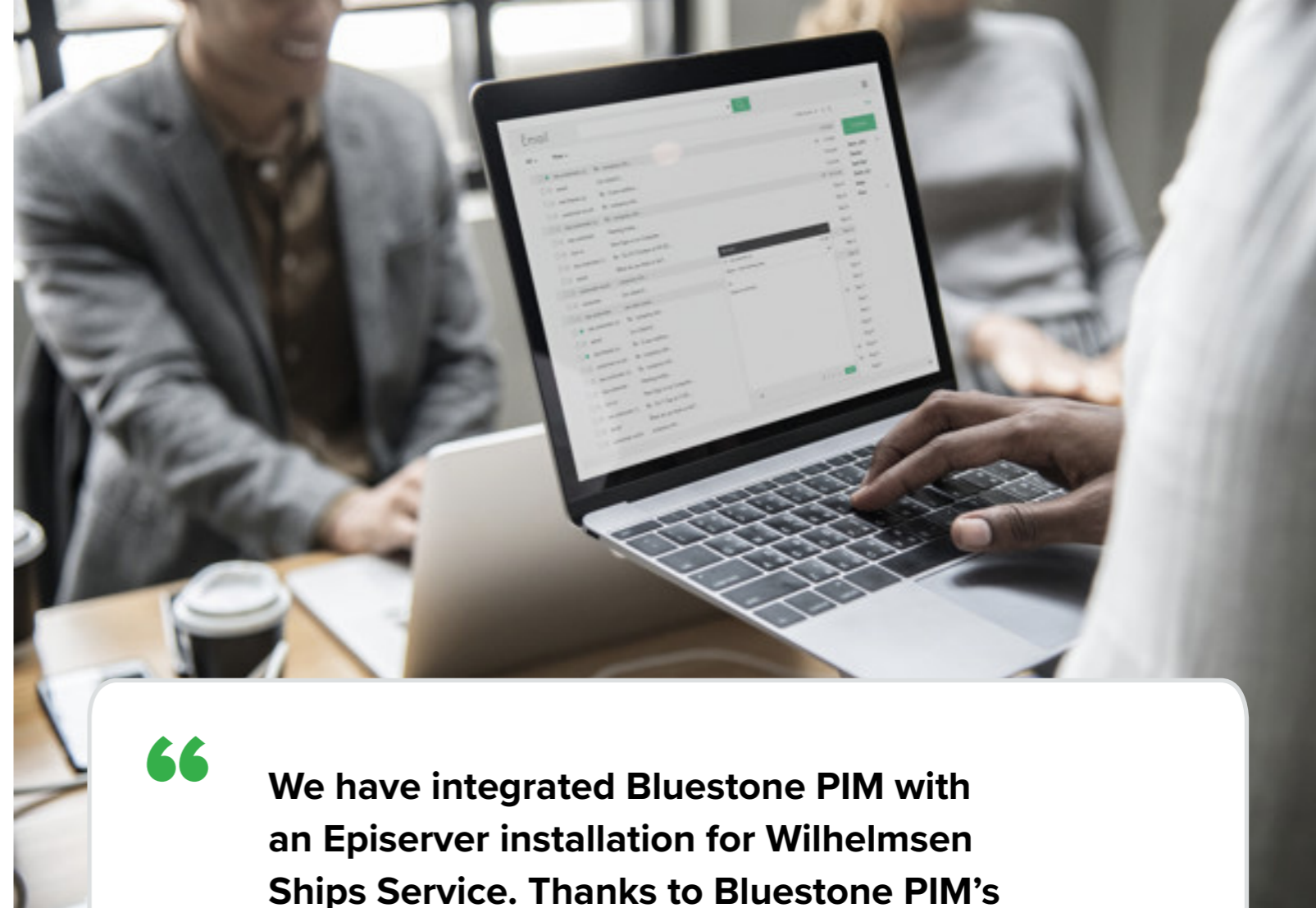
- ✓ For example, **Wilhelmsen Ships Service uses data collected in Bluestone PIM to feed their online product pages as well as improve the quality of printed catalogs.**

## VERSITILITY OF BLUESTONE PIM

Different contexts require separate language versions of product information and other **context-specific product content**, such as currency, metric values, delivery details, or availability.

For instance, a **sales person** with an engineering background needs more technical product details, such as ISO norms, CE marking or installation notes. On the other hand, a **wholesaler** will be more interested in shelf life of a given product. Bluestone PIM makes it possible to serve both groups with the information they need.

- ✓ **For Wilhelmsen Ships Service, it was particularly crucial to have varying description texts for one product, depending on which part of the vessel the product is being used for.**



“

**We have integrated Bluestone PIM with an Episerver installation for Wilhelmsen Ships Service. Thanks to Bluestone PIM's easy to use API interface the integration process was smooth. The swagger documentation is easy to understand, and the structure of the solution is very good.**

**We love that everything there is JSON because it is easy to manage data on our end**

**Patryk Manterys**

**Project Manager at Making Waves**

a consultancy collaborating on the project

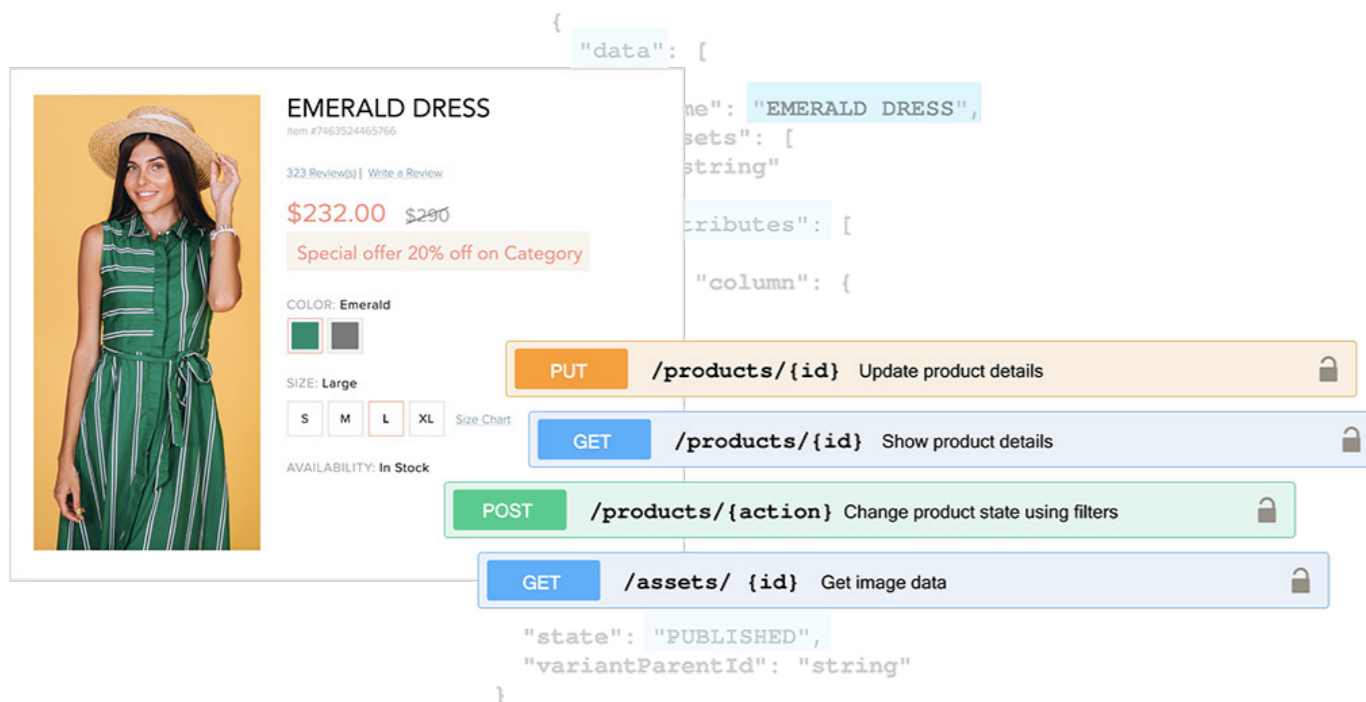
## API-CENTRICITY

**In 2030 – more than a third of the population belongs to a generation that has replaced display-focused with conversational-focused communication**

Source: Deloitte – ‘To be or not to be. The future of telco business model’

To meet this challenge, **commerce logic** must be centralized, channel-agnostic, and **ready to be used in any channels, both now and in the future.**

In Bluestone PIM you can use APIs to **connect** with your e-commerce platform, an ERP system, data from external sources or spreadsheets to bring all product data together, without turning your IT architecture upside down.



The image shows a product page for an 'EMERALD DRESS' with a price of \$232.00 (originally \$290) and a 20% discount. The page includes a product image, a color selector (Emerald), and size options (S, M, L, XL). Overlaid on the page are several API endpoints:

- PUT** `/products/{id}` Update product details
- GET** `/products/{id}` Show product details
- POST** `/products/{action}` Change product state using filters
- GET** `/assets/{id}` Get image data

JSON snippets are also visible:

```
{ "data": [
  { "name": "EMERALD DRESS",
    "attributes": [
      { "column": {
        "state": "PUBLISHED",
        "variantParentId": "string"
      }
    ]
  }
]
```

## PIM EXPERIENCE ENRICHED WITH APPS

**Bluestone Apps** enrich the PIM experience by adding value to your ecosystem. For Wilhelmsen Ships Service, we installed them to fit the specific business requirements.

### ✓ **Category Management**

This app allows you to easily display both product-related descriptions and media which are connected to categories and arrange them in a specific order.

### ✓ **External Media Library**

Use External Media Library app to easily manage a video library and quickly link high-quality videos to any given product, bundle or even an entire product category.

### ✓ **Web Preview**

Web Preview App gives a simple and efficient way to preview a product page before any changes, which come directly from PIM, are published.

### ✓ **Scheduled Tasks**

Scheduled Tasks App is ideal for keeping track of technical tasks, such as importing products from ERP or exporting to an external system.



# Let's talk!

Contact us at

**hello@bluestonepim.com**

and schedule a free consultation with our PIM experts.

## **Request a demo to:**

- Discuss your product information needs and challenges
- Learn how PIM software can benefit your business
- Receive a live product overview with one of our experts

**Get demo now**

## **ABOUT BLUESTONE**

Bluestone is a fast-growing Nordic Tech company with a global reach. The company was established in 2015 to build Bluestone PIM, a disruptive SaaS platform for Product Information Management.