

PIM FOR GLOBAL BUSINESS

CASE STUDY



**Wilhelmsen
Ships Service**



PIM for a Global Business

About Wilhelmsen Ships Service

With offices in 125 countries, supporting non-stop operations in 2200 port locations across the globe, Wilhelmsen Ships Service has the largest maritime services network in the world.

Industry

Maritime
products &
services

Markets

Global:
125
countries

Locations

2,200
port locations

Integrations

Episerver Commerce,
IFS Applications
ERP

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

Business Challenge

Most businesses today recognize the fundamental importance of providing customers with **high-quality product content**, regardless of the sales channel they prefer to use.

The same is true for our client - Wilhelmsen Ships Service, who was looking for a **flexible and scalable solution** to meet current and future business demands of the world's largest maritime services network.

For Wilhelmsen Ships Service, it was very important not only to efficiently manage large amounts of product-related information, but more importantly, to put this information in the **right context**. For example, WSS wanted to use different context-specific descriptions for one product, depending on which part of the vessel the product is being used for.

Scope of the project

- Bluestone PIM was implemented to improve the **quality of product data** and provide different stakeholders with relevant information wherever and however they need it.
- Bluestone PIM platform was enhanced with **custom-made applications** based on WSS's business-specific requirements.
- Bluestone PIM was integrated with Episerver content management system with the use of API.

Outcomes

- **Enhanced product catalog management**, including the ability to provide context-specific product content by feeding online product pages and improved quality of printed catalogs.
- Omnichannel efficiency by serving the convenience of customers through allowing them to **interact with products seamlessly** in every sales channel, online or offline, leaving no channel behind.
- PIM experience enriched with collaboration features and **additional Apps**-Web Preview, External Media Library, Category Management and Scheduled Tasks, for more efficient workflow.

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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

Bluestone PIM

Perfect PIM solution for



Business Development

Stay ahead of competition with a reliable provider of PIM technology

- ✓ Future-proof your market position
- ✓ Trigger revenue growth and save costs
- ✓ Speed up time-to-market for your products
- ✓ Secure your product information



Marketing & E-commerce

Sail your sales thanks to great product experience

- ✓ Keep an eye on product information quality
- ✓ Create market-specific product experience
- ✓ Collaborate efficiently with your team, suppliers, or agencies
- ✓ Help yourself with smart Marketplace Apps



IT & Data Governance

Connect product information through REST API endpoints

- ✓ Benefit from multi-tenant PIM software
- ✓ Enjoy lightweight microservices architecture
- ✓ Scale with a best-of-breed solution
- ✓ Integrate with marketplaces, ERP and other systems

Let's talk!

Request a demo to:

- 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

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.



bluestonepim.com