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IT4Fashion

Tomorrow's Supply Chain Today!

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LogisLab

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PARALLEL SESSION

1177

Innovative socks, connected vending machine and robots to revolutionize the retail

Speaker: Luca Bondioli (CEO)

Time: April 18th – 12.00 p.m. / 12.30 p.m.

Project duration: September 2014 / September 2017

Project type: Retail 4.0.

Innovation degree: Introduction of an innovative technology for the fashion industry.

Project summary

Thermoregulating and breathable socks sold in connected Vending Machines, which speak 20 languages and outline the customer; all of this in order to create a new buying experience, even with the humanoid robot called Pepper, who is linked to the Vending Machine.

Key words

Vending Machine; Socks; 1177; Pepper; Robot.

Objective

The aim is to find a new distribution and sales method; to create a new multi channel buying experience that connects the real world to digital ones with low- cost solutions and digital payments, that is making shops in the form of vending machines. Problems encountered: no experience in the retail field and no HW/SW competence; at launch, there were not any machine able to do this project , and the problem was to identify HW/SW partners available to invest on it.

Project plan

- Finding a suitable machine
- Building the first contact less payment way, test it in order to understand problems on it
- Testing the machine for two years in shopping center , hotels, shops etc..
- Finding HW/SW supplier, once we better realize what looking for
- Building a team together with Cisco
- Looking for SW partner, as Softec
- Project implementation in 12 months
- Launch of the project in September 2017

Results

- Reporting the main benefits and the findings
- Specifying any further development of the project
- High visibility, innovation in data transmission from point of sale to the company, final customer profiling
- Reduction of International markets for a SMEs
- The Machine and Pepper speak 20 languages
- Innovation for the company
- Placing on the market at least 300 Vending Machine
- Hard to find Italian Investor because this project has been seen to innovative for our market
- The training of employees is not enough developed

Project originality

This is a really innovative project which wants to solve a selling problem of an innovative sock and we build a retail business not present in any other market.

Company profile

Calze Ileana was founded in 1982 by Ileana Pinelli in the Brescia-Mantua socks district. The company has been producing socks and underwear for man/woman/child, becoming leader in the field.

1990-1997 it has taken part of European/Global group

From 1997 it is once more to be linked to Pinelli's family

2007 Calze Ileana in "Modelli di crescita delle PMI" a case study led by Censis

2014 the new brand 1177, first thermoregulating socks sold in a can

2015 Italian excellence at Expò for ISP bank

2017 launch of Vending Machine connected to a robot.

Speaker biography

In the 1997 he joined the company as head of manufacturing.

2008-2012 he became AIP counselor, a leading role on the drafting of two volumes about the study of industrial districts.

2009-2015 president of Hosiery and Underwear District Association.

2014 he contributed to the launch of 1177 Elevenseven brand, that is the new thermoregulating socks sold in a patented can. He developed a new business retail way.



Berluti

ERP for luxury: Berluti case

Speaker: Pietro Colli (IS/IT Manager)

Time: 19th April – 4 p.m / 4.30 p.m.

Project duration: June 2013 / May 2014

Project type: ERP Implementation / Integration

Innovation degree: Introduction of an innovative technology for the company.

Project summary

In a context characterized by a strong growth, it was necessary to have an ERP that was able to drive the change and keep the processes under control. The project was the tool through which new processes were introduced and existing ones were formalized.

Key words

Ambition; Growth; Cites; Flexibility; Processes Management.

Objective

Flexibility and standardization of business processes Traceability of contractors' work and of cost implementation Standardization of the IT platform through the adoption of an ERP system. Support for growth.

Project plan

Because of the rapidly growing context and the increasingly competition of competitors, Manifattura Berluti felt the need to have an ERP that allowed a 360 ° control of business processes, but at the same time supported the growth of the company with flexibility. The choice fell on SAP, and on Horsa as a partner. The project's aims included the normalization of existing business processes and the introduction of new and more functional work processes, also thinking about the needs of the French mother house. The main challenges were to make more fluid the communication between Berluti, its contractors and the mother house, and to manage the peculiarities typical of the luxury sector, such as the control of the precious materials subject to CITES. Thanks to the scalability of the SAP solution and the integration carried out by Horsa, Manifattura Berluti obtained a better distribution of the information outside and inside was achieved and the benefits set by the initial aims.



Results

Access to information and processes;
Distribution of Inside vs Outside information;
Implementation of new processes and control over existing ones.

Project originality

Berluti is a brand of the luxury segment, whose processes have differences compared to those of fashion on which the main ERPs of the sector are built. Considering that, we exploited the functional coverage offered by SAP to guarantee flexibility in implementation.

Company profile

Berluti is the LVMH brand that produces and sells men's clothing retail. It is known for its unique leather finishes, especially in its production of shoes and boots. It also produces leather belts, bags and wallets as well as tailored and ready-to-wear garments. Founded in 1895 by the Italian Alessandro Berluti, the company is based in Paris. Manifattura Berluti is the Italian company that belongs to Berluti and that deals with the production of footwear and leather goods.

Speaker biography

Pietro Colli has been Manifattura Berluti's IS / IT manager for more than 5 years. Previously he held the roles of Project Manager and Logistics Consultant on SAP management software. Graduated in Engineering, he tries to survive the GDPR thanks to weekly sessions of beach volley with his colleagues.



Bivolino

Personalised Consumer Fashion E-Commerce Platform

Speaker: Michel Byvoet (CEO)

Time: April 18th – 3.30 p.m. / 4.00 p.m.

Project duration: December 2016 / November 2018

Project type: Personalised fashion ecommerce.

Innovation degree: Introduction of an innovative technology for the fashion industry.

Project summary

Bringing personalized fashion mainstream by enabling vendors/etailers to open eshops for custom-fit fashion within 48h. Integrated size prediction, webified CAD/CAM and co-creative 3D configuration technology will support this digitalized supply chain.

Key words

Ecommerce; Fashion; Customized; Personalized-3D configurator.

Objective

Offering online and offline consumers, the possibility to create and buy personalised made to measure fashion online anywhere, everywhere and anytime.

Project plan

Building a personalised custom-fit fashion goods platform for vendors and distributors to integrate tailor-made fashion goods.

Results

Enabling over 2018/2020, 10 major etailers to integrate tailor-made custom-fit fashion.

Project originality

Reversing the fashion supply chain, eliminating waste by offering MtM products and services.



Company profile

Bivolino.com is a b2c fashion ecommerce platform and webshop for made to measure customized shirts on the web.

Speaker biography

Michel Byvoet – see www.byvoet.com

@shirtlover (twitter).



G-Star Raw C.V.

The Road Towards The Perfect 3D Denim FIT Worldwide

Speaker: Ingrid Heijnen (Manager Atelier)

Time: April 19th – 3.00 p.m. / 3.30 p.m.

Project duration: June 2017 / WIP

Project type: “The Road Towards The Perfect 3D Denim FIT Worldwide”.

Innovation degree: Consolidation of technologies already implemented by the company; Introduction of an innovative technology for the company; Introduction of an innovative technology for the fashion industry.

Project summary

In any workflow that includes 3D, 2D pattern is the bridge to production. Successful adoption of 3D requires well-planned, reliable 2D pattern data. Now is the time to narrow the divide between 3D and production. With careful, steady implementation, 3D virtual sampling began to revolutionize G-Star’s workflow as of June 2017. Here’s where we stand today and where we will go from here.

Key words

Pattern design; 2D versus 3D; 3D Implementation; Sustainable; G-Star’s Global Avatar.

Objective

- Start with pattern design
- Start slow
- Plan to dedicated time for adoption
- Track progress

Project plan

Having invented the '3D Denim' approach to jeans construction back in 1996, Product development also in three-dimensions to be the logic next step: G-Star is about to be able to create the patterns in 3D virtual design and not only in 2D.

This brings the way of designing a big step forward.

But are we ready for making 3D reality by 3D virtual design.....

Results

- *Start with pattern design* - knowing that we can produce what we see, versus just a pretty picture.
- *Start slow* – adjusted workflow and readiness to plan expand.
- *Plan to dedicated time for adoption*: Early kick-off enabled G-Star to institute change within our organization. New way of pattern design is asking for new way of developing and results in new way of working and job descriptions.
- *Tracking progress* nowadays proves the benefits.

Project originality

Three-dimensional design, product development, pattern making, fitting and merchandising “is the talk of the town” these days, also major hype. Making 3D work methodology become reality in a way it generates benefit to the end product, the enterprise and the customer journey is a major attempt keeping players in the fashion scenario thinking and acting certainly over the coming years. We at G-Star as early adopters have achieved quite something and are glad to share our experience and findings with our fellow co-market players in the fashion arena.

Company profile

"Just the product" has always been G-Star's philosophy and market approach.

From its conception in 1989, Innovation and perfection of the product are imperative to G-Star.

Pushing the boundaries, continuous experimentation, has led to a strong following worldwide.

The G-Star brand is a style of all times; Futuristic & cautious, Alternative & traditional. G-Star is about making eccentric combinations and maintaining authenticity.

Never one to follow the crowd. Just the Product

Speaker biography

Ingrid Heijnen is managing the G-Star Raw's Atelier Development Centre, since 2013. In this capacity, Ingrid oversees the coordination and implementation of improved ways of working regarding fit, grading, construction, development, production and pattern design in 2D as well as 3D.

Ingrid is specialised in all gears related to correct measurements of the garment on the specified body across a multitude of product categories.

Today Ingrid Heijnen acts as Manager Atelier - Specialist Fit & Construction at G-Star Raw.



Giglio

From E-commerce to T-commerce: the revolution 4.0

Speaker: Alessandro Santamaria (Digital & Strategic Managing Director)

Time: April 18th – 4.00 p.m. / 4.30 p.m.

Project duration: January 2018 / WIP

Project type: E-commerce 4.0.

Innovation degree: Introduction of an innovative technology for the fashion industry.

Project summary

A new way of doing e-commerce that, seizing the opportunities provided by the evolution in technologies and consumers' behaviors, will integrate communication and product sales making the customer experience even more interactive when purchasing. An increasingly extended multichannel experience that uses not only physical and online channels, but also mass media, giving the possibility of simultaneous purchases.

Key words

E-commerce; Media; Multichannel; Mobile; Analytics.

Objective

In an increasingly more digitalized framework, where e-commerce potential is getting ever more known, Giglio Group intends to change the approach of users who perform purchase operations. In a world where traditional practices have been replaced by innovation, Giglio Group features a new system which includes new functions, new experiences and meanings in a single "environment", called ibox, that is, E-commerce 4.0.

This strategy which aims at creating and taking a place in a quite unexplored market combines the ability in foreseeing changes in people's tastes and purchase practices with the use of know-how for innovative solutions. Ibox, that sums up the "genetic information" of corporate business, will convey the innovative proposal of the company, its operation and services in an all-round consumer experience.

Project plan

The project plan includes the participation of two combined teams who will deal with 2 streams, front-end and back-end processes: front-end processes are intended to develop the site and the links with it and with TV channels (QRcode and Audiotag); back-end processes are intended for order management and the integration with third-party systems (Logistics, Carriers, Payments, Taxes, ...).



About 10 FTE will be working on the project on average. The technology used is Oracle SaaS with the following modules: Cloud Commerce, Order Orchestrator, Global Order Promising and Inventory Management.

Results

Ibox creates a synergistic relationship between mass media and e-commerce, in order to exploit the seducing power of television narrative and generate impulse buying by integrating sales and communication and by offering a new entirely interactive purchase experience that exploits all the potential of multichannel approach. With coverage guaranteed in over 90 countries and connections with over 80 TV platforms, the company intends to promote the “Made in Italy” in the best possible way, but also sales possibilities combining mass media, physical channels and new platforms; being ambassadors of the Italian style in the world providing concrete simultaneous purchase possibilities. When the viewer will get to know the media product, through the second-screen technology that automatically synchronizes television content with multimedia content and information on a mobile or the photographic application of a smart phone, the system recognizes the product, provides information and makes the purchase possible by opening a screen.

Project originality

Ibox’s business is based on a converging and synergistic value chain. Starting from the product supply, you can build media on the product itself using a storytelling approach that feeds impulse buying. The content is available on all digital channels and provides the possibility of buying the product on its site or on the global marketplace. Then you also have order collection, additional services for consumes and delivery. Unsold products are proposed in flash sales in their own marketplaces thus promoting “disposing of products” without debasing their value.

Embracing two markets, B2B2C and B2C, Ibox uses an analytics platform through which, in real time, you can have a simultaneous picture of the order processes and sales processes both in terms of quantities and localization, by managing product supply and inventory and by implementing corrections.

By integrating data from the e-commerce platform with information on consumers, this tool enables customer brands to have access to a huge quantity of data by viewing the behaviors of end consumers, discovering something more about them and using information also for predictive purposes, by collecting their tastes, preferences and styles.

Company profile

From Los Angeles to Shanghai, Giglio Group is a leading company in the Italian television broadcasting sector and a pioneer in E-commerce 4.0. Set up in 2003, this is the first Digital Company that today has merged - on the international market - traditional mass media with online sales platforms, thus revolutionizing the e-shopping experience worldwide. It provides B2B and B2C tailor-made services, from the creation of e-commerce platforms to stock



management internationally. It works with the most important online retailers in the fashion, beauty and design industries.

Speaker biography

Alessandro Santamaria - Digital & Strategic Managing Director from Giglio Group SpA.

He was previously General Manager of Italianouch, the e-commerce company of the Tod's Group. Before he had been Commercial and Marketing Manager of Bnk4 Italia spa and Managing Director of Glamoo Italia. In 1997 he joined Cendant Corporation, a world leader in loyalty marketing, where he developed several Membership & Loyalty projects for Financial Institutions, Telecommunications and Utilities. Having worked in this sector since 2005, he has acquired extensive experience in start-up, digital, business development and fashion luxury projects.



Monnalisa S.p.A.

Retail ceremony: the Customer Experience of the future

Speaker: Andrea Mattesini (Retail and Digital Manager)

Time: April 18th – 11.30 a.m. / 12.00 p.m.

Project duration: WIP / WIP

Project type: Omnichannel.

Innovation degree: Introduction of an innovative technology for the company (and for the fashion industry).

Project summary

Monnalisa, a leading company in the luxury kid's wear market, following a strong expansion in the Chinese market through direct stores, has implemented a cross-channel model. In particular, through the APP the customer in the store can buy products online with direct shipping to an address indicated by him.

Key words

Omni-channel; Retail; APP.

Objective

The goal was to provide the Chinese customer with a new service, able to give a wider range of assortment with direct delivery at the address provided by the customer. The 13 direct shops in the Chinese market were integrated into the central warehouse and the stores, through an APP developed in collaboration with VAR group. In particular the UX has been studied to provide a solution of continuity between the store and the application.

Project plan

We involved UX experts from VAR group, the Italian and Chinese Monnalisa digital team, the logistic service provider in China, store managers. Phase 1: analysis to interpret the particularities of the market. Phase 2: study of the various systems to be integrated. Phase 3: beta release. Phase 4: test & implementation.



Results

The project went LIVE in January 2018, there were positive results. About 2% of total sales was made via APP. In the future, other functions will be strengthened to increase the spread of content for the store's customer.

Project originality

In the retail sector, we hear a lot about omnichannel projects, but very few realities actually do it effectively. Projects of this kind made by Italian Luxury Kids Wear companies on the Chinese market are not present.

Company profile

Monnalisa S.p.A., founded in 1968 by Piero Iacomoni, is a multinational company leading in the luxury kids wear market through a network of 34 directly operated stores in China, Italy, USA, Russia and Brazil, a network of 800 wholesales and a proprietary B2C channel. The style is led by Barbara Bertocci and the company has a total of more than 200 employees.

Speaker biography

Andrea Mattesini, Retail and Digital Manager of Monnalisa S.p.A. After his studies at the University of Pisa and Bocconi University, he specializes in the retail context: he began working in Monnalisa S.p.A. as E-Commerce Manager in 2005 and then took on the current role of Retail and E-commerce Manager.

Piacenza

Advanced finishing effects for fashion fabric 3D virtual design

Speaker: Alessandro Canepa (Research Manager)

Time: April 19th – 3.30 p.m. / 4.00 p.m.

Project duration: April 2016 / April 2018

Project type: Integration of 3D virtual design finishing effects for fabric virtual simulation in fashion.

Innovation degree: Introduction of an innovative technology for the company.

Project summary

Sampling production is, for textile fashion industry, a complex activity that increases the costs of production. VISAGE aims at reducing this impact by revisiting the textile CAD, improving it with a 3D surface visualization tool at single wire level, spotting high fashion surface finishing effects. Working in connection with internal systems or as a standalone tool, VISAGE supports both designers and commercial representatives exploiting 3D tools in production of noble fabrics.

Key words

3D; Virtualisation; CAD; Fabric; Finishing.

Objective

VISAGE objective is to develop the best State of the Art 3D virtual design technology for textile SMEs. Validated for fashion noble fabric production by Piacenza Cashmere and FLP Trabaldo, it enables SMEs' textile creativity to move from physical sampling to a reverse engineered model, based on virtual sampling and customization. VISAGE has developed a fully web based 3D surface visualization tool that appreciates the characteristics of each single wire in the virtual sample. VISAGE might be fully integrated with production management, thanks to the use of Moda-ML and eBIZ standards, offering to the end-user a real time estimation of costs, production times (according to raw materials availability) and delivery times. VISAGE is conceived to work both in connection with the production system, and as a standalone tool, allowing commercial representatives to show the collection to potential customers outside the company.

Project plan

VISAGE project has started on April 1st, 2016 and lasts 24 months. The project involves 6 partners: Domina, Piacenza, FLP Trabaldo, ENEA, Euratex and Scotcad from Italy, Belgium and UK.

Domina and Scotcad have brought their experience in CAD for textiles, ENEA the knowledge on standards implementation, Euratex its networks of partners in Europe and Piacenza and FLP Trbaldo their invaluable know-how on textiles and yarns.

VISAGE business plan and marketing strategy covers the project lifetime and the subsequent 3 years of commercialization. A first free beta release of VISAGE is planned for the second year and distributed to partners and a few selected potential customers. From year 3 to 5, VISAGE will be available for fabric producers, yarn producers and external sub suppliers (finishing, dyeing, printing).

Further development on VISAGE platform is expected to improve the quality of virtual samples and, consequently, to reduce physical samples.

Results

3D fabric finishing visual optimisation for industrial design: visual effects for surface finishing representation have been translated into tools fit for industrial use, including the constant comparison between visual effects and reality.

Colour realistic representation and device calibration: the focus has been to reach the realistic representation of fabric surface color, including illumination and shading effects for advanced finishing effects. A calibration process has been defined to reach high quality rendering per all devices used for visualization: screen and printers.

Integration with production to create the rules of correlation between the production cycle and the 3D textile surface visual effect in order not only to reproduce them but also to predict the before the physical production of the first prototype. The project is aimed at reducing the barriers towards a progressive adoption of 3D virtual support tools to enhance fabric design process.

Project originality

Visage aims at creating the rules of correlation between the production cycle and the 3D textile surface visual effects: the objective is not only to reproduce these effects on video, but also predict them before the real sample production. This implies also an elevated degree of integration between the design phase and the production phases. To reach this target a looping process of comparison and feedback between virtual samples and real fabrics has been carried out, involving IT partners and industrial end users that produce highly demanding fashion fabrics. The know how extracted from this activity is the knowledge base necessary to realize realistic virtual samples of complex textiles used in fashion industry: richer is this base, better the virtual samples reproduce the real textile.

Company profile

PIACENZA is an Italian Textile Company, specialized in the production of fine cashmere and woollen fabrics, leader in the top segment of noble fibre fabrics for luxury market, and pure cashmere knitwear (finished product division). Based in Italian textile district of Biella, it is one of the oldest textile industries of the world, founded in 1733 and from then on owned by the Piacenza family.



Speaker biography

Born in Turin (Italy) in 1969, he has a Business Administration Degree from Bocconi University. Since year 2003, he is Research Manager of Piacenza Cashmere. Evaluator for European Commission (NMP), reviewer for Agenzia per l'Innovazione (Italian Prime Ministry research Agency for Innovation), member of Textile Clothing Technology platform since 2006. Founder of i-Deal SRL, operating in the collection of anthropometric data via smartphone and mobile with the ISizeYou platform.



Slam S.p.A

PLM for necessity

Speaker: Walter Musumeci (IT Manager)

Time: April 18th – 4.00 p.m. / 4.30 p.m.

Project duration: November 2016 / WIP

Project type: PLM Implementation.

Innovation degree: Introduction of an innovative technology for the company.

Project summary

The project originally involves the implementation of PLM in the Style department only (currently completed) in order to extend its use to Production.

Dealing with FOB Production (Marketed), the main use for Production will be linked to costing and to suppliers allowing the minimization of mail exchange.

All this process to be supported by an integration with the ERP (Navision).

Key words

PLM; ERP; Integration; Style.

Objective

The company was not provided with any PLM previously, the objective was to bring order and create a structure in the Style department, to speed up the work, make it more profitable and have all information in one single central system.

To date, the Team collaboration aspect is very important; therefore, PLM tool is essential to balance the jobs' organization of the above-mentioned department.

PLM must also be available for production suppliers, in order to minimize email exchange, possible misunderstandings and subsequent mistakes.

Project plan

Company has intentionally chosen a highly configurable product to implement without any customization. For this reason the project has been less complicated than expected; Gerber team was responsible for the installation of the 3 environments (development, staging, production), all in cloud environment.



On the Slam side, several training days have been organized by Gerber team for Key Users during which, besides the basic training of the Key Users, the PLM work setting has been decided, as well as the tool 's configuration itself.

One month later, a second training session has been made with all users (already partially introduced to the system by the Key Users).

Finally, some months after launching the GO LIVE, a third training session has been made.

These meetings have improved the users' skills and gave Slam IT department and Gerber the chance to improve the system's configuration.

Results

The change of working routine was not fast for the users, and for this reason only now we are ready to start with the first collection exclusively entered in PLM, without the use of any external tools such as excel files, images in shared directories, e-mails, etc. This will take us to quickly codify the items (ERP integration through exchange of file.xml). Some reports extracted from PLM (techpack) are currently sent to the suppliers, and this process allowed the standardization of the work flow. Last but not least, from now on a top-down overview of the collection's status will always be possible.

Moreover, materials and colors are now organized and used in a more structured way and this reduces substantially the repetitions of the same.

Project originality

Cloud and integration

The first aspect of originality is definitely to have based the system in Cloud with all benefits that can be derived. Another original feature is the streamlined cloud-oriented integration and this has permitted to contain costs both from ERP and from PLM sides.

Company profile

Founded in 1979, Slam is a company that has always had a "mission": the design, production and commercialization of high-tech garments for both amateur and professional yachtsmen as well as a proposition of a sportswear collection addressed to everyone and inspired by the sea. The sponsorship activities of popular regattas and the development of the distribution of both national and international networks have promoted Slam brand worldwide and let the brand become popular and competitive.

Speaker biography

Always been fond of informatics, I have been working in Slam IT department since June 2014, and head of the department since the end of 2015. Being Slam a small-medium sized company, I deal with anything that concerns Informatics, and I am responsible for the technical part of almost all projects such as: integration of the logistics with third parties, PLM implementation (and software selection), integration development with the website, coordination of several developments on ERP and much more.



Sparco

A cutting edge 3D Real Time Configurator to enable Sparco's new digital experience

Speaker: Riccardo Squillaci (Head of ICT)

Time: 19th of April – 4 p.m. / 4.30 p.m.

Project duration: October 2017 / WIP

Project type: personalization, Made to measure, Ominchannel.

Innovation degree: Introduction of an innovative technology for the industry.

Project summary

Sparco, historical brand of the racing world, enables a 3D Real Time Configurator of its products to improve the digital experience on the official website of the company and to aim at more conversions thanks to the effective integration with e-commerce.

Key words

3D Configurator; Mass customization; Digital experience; Product digitalization.

Objective

The goal of a 3D configuration tool is twofold. On one hand, it is possible to allow racing enthusiasts to customize the company's ultra-performing products, effectively integrating with the ecommerce website, generating a realistic and engaging intuitive experience on the end user. On the other hand, the configuration process must guarantee clear and unambiguous choices made by the user, to extremely facilitate information that arrive directly to production, once the online order is finalized.

Project plan

The 3D Configurator project is a technological refresh of a personalization tool that has already been present for several years. Moreover it is part of a general renewal of the digital platform that saw the creation of the new SparcoOfficial.com corporate website and the replacement of the retail e-commerce platform.

The project had a transversal impact on multiple internal processes and saw a wide involvement of different business functions, namely:

- Information Technology
- Marketing
- Sales Office and Customer Care

- Administration
- Logistics
- Model makers and clothing production
- Research and development

In the various phases of the project various collaboration tools for task sharing and project management were used (Invision, Teamwork, Microsoft Project).

The project had an elapsed time of about 4 months.

Results

Real-time rendering guarantees the user immediate and direct feedback with the product, reducing the perceptual distance between the online and real experience. Little or nothing is left to the imagination: anyone can modify the parts of the products and automatically have a faithful preview of the result. The 3D configurator is able to manage in a flexible way some rules and special cases (presence of FIA labels, Sparco branding rules, etc) and to guarantee the reliability of the result in terms of size management.

Project originality

The need to simplify and optimize the process that leads to the personalization of Sparco products has been identified for several years: this is evident from the fact that the current 3D tool replaces an "old" 2D configurator adopted by the company for some years now.

For Sparco Customization is not a trend of the moment but a feature of its product forever. The intuition of adopting an advanced tool is therefore relevant in the field of sports products for safety. Furthermore, the choice of a Real Time web tool is combined with the needs of immediacy and versatility of the end user.

Company profile

Sparco S.p.A. designs, manufactures and markets suits and shoes for cars and racing motorcycles in Italy, the United States and Latin America by retailers and online. It offers safety equipment, accessories and electronic components, bags, fireproof masks, products for motor boats and brakes. The company's products include clothing for drivers, jackets, fireproof suits, shoes, mechanical accessories, seats, steering wheels, gearshift knobs, cockpit accessories, gloves, spacers, sweatshirts and overalls, T-shirts, underwear, helmets, team clothing, caps, full-face helmets and air filters. The company was founded in 1977 and is based in Volpiano, Italy.

The company is divided into three Business Units:

- 1. Racing
- 2. Tuning
- 3. OEM.



Speaker biography

Riccardo Squillaci is an IT manager with over 15 years of work experience in conducting IT programs and structures within complex organizations. Highly experienced and competent on all IT management topics, both in terms of infrastructure and applications.

He has a strong technical and business background with a deep knowledge of all the main business processes. Extensive experience in group leadership and coordination with the role of responsibility. He is familiar with the management of change and in corporate transformations. Roberto Squillaci has been working in Sparco since June 2017.



Thun

THUN Seamless Commerce Challenge

Speaker: Simon Thun (Omnichannel Retail Director)

Time: 19th of April – 3 p.m. / 3.30 p.m.

Project duration: WIP

Project type: Seamless commerce, Omnichannel.

Innovation degree: Introduction of an innovative technology for the company.

Project summary

In recent years, Thun has faced a radical change, transforming itself from producer to multi-channel retailer. Putting the customer at the center, ensuring a coherent experience on the different sales channels and touchpoint while maintaining the identity of the brand, has required THUN to rethink in an Omnichannel logic the logistics supply chain, to innovate the formats of sales outlets and their applications and technologies, to strengthen the digital channels of sales and engagement and finally to support the internal processes of change management.

Key words

Seamless Commerce; Logistic 4.0; Smart Retail; CRM; Clienteling.

Objective

The main goal of the project is to support the revenue growth, ensuring an increasing contribution of the retail channel both physical and online and strengthening the loyalty and value of customers.

The achievement of the general objective:

- Improvement of supply chain;
- The revision of the distribution formats and the activation of innovative applications within the shops for the management of the Omnichannel operations of the store and for the payments (Innovative & mobile POS), for the management of the sales relationship (Clienteling) and for the improvement of the shopping experience;
- Insourcing of eCommerce services and the close integration with Digital Marketing;
- The enhancement of CRM & Loyalty Services and the transition from a client descriptive model to a predictive model to enable proactive initiatives for customers (eg: Next Best Offer);
- The extension of the use of social and instant messaging tools to interact with the customers.

Project plan and results

The project of evolution of the Thun retail model begins in the second half of 2016 and is part of the Roadmap that the company has defined over three years in which it has defined a series of initiatives



that touch to 360° in a radical way many technological areas at the service of Omnichannel business areas.

First, in the second half of 2016, the implementation of the SAP ERP and CRM Microsoft Dynamics activities that led to the management of the new distribution model evolved on franchise stores. Later, the development of the CRM World also in the B2C perspective with the introduction of the new loyalty program "Thun Lovers" in April 2017, leveraging the integration between the two Microsoft Dynamics platforms and the Stellar Fidelity multichannel loyalty platform. After a year of activity, the program can boast over 400,000 subscribers, a significant increase in the buying frequency and the average receipt of 40%, as well as a redemption rate on the campaigns of more than 45%.

On the other hand, the progressive technological renewal of two other key areas is planned for 2018-2019 to allow the start of the omnichannel process: in-store technologies and the e-commerce platform. With these two new developments, the aim will be to activate a whole series of integrated strategies and services that allow the company to satisfy the needs of its consumers in a "transparent" manner. Services that will not only include POS systems, but also the creation of Clienteling platforms provided on mobile devices to improve the consumer's shopping experience and activate all multi-channel services (Web to Store and Store to Web), directly from the point of sale.

Project originality

A characteristic and original element of the project is the creation of an integrated application platform for Omnichannel Retail able to:

- to manage the omnichannel Customer journey
- to provide services for digital and physical channels to support the engagement, sale and customer service activities
- to support proactive selling activities
- to orchestrate and optimize logistic flows

Company profile

Founded in 1950 as a ceramics laboratory, THUN is an international reality, an Italian leader in quality gifts. Each piece is designed in Italy, with artisan passion. Over the years the range has expanded from ceramic to tableware, from home furnishings to women's and children's accessories. In 2016, THUN as a manufacturer becomes a retailer, focusing on directly managed and advanced stores. Today THUN creations are present in over 1,000 stores (350 single-brand stores) and available on thun.com.

Speaker biography

Born in Bolzano in 1989, Simon Thun studied and graduated at the age of 23 in Business Management at the "European Business School" in London. In 2012 joined LAZADA, "the Amazon of South East Asia". He deals with Operations and Marketplace. In 2014 he joined THUN as Product Manager and in 2016 became Omnichannel Retail Director with the aim of integrating physical and digital channels into a single purchasing experience. New consumers, markets and distribution models remain the challenge of the future.



Versace

New BI Initiative

Speaker: Marco Penatti (IT/BI manager)

Time: April 19th – 3.30 p.m. / 4.00 p.m.

Project duration: September 2017 / WIP

Project type: Implementation Business Intelligence Solution.

Innovation degree: Introduction of an innovative technology for the company.

Project summary

The "new BI initiative" defines a rationalization of the corporate information assets with the aim to fulfill the analytical needs of the business users. We thought to an Information-Centric, Organic Business Information Repository, common to the entire organization, where easily recognize business Facts, Dimensions and KPIs, perform seamless drill-any, cross-any information consumption, with consistency, ease of use, and for anyone.

Key words

Self Service BI; Information Centricity; Discovering Analytics; Visual Analytics; Cross model Analysis.

Objective

Improve analytical and decision-making processes by allowing end users access to company information in timely, autonomous, powerful ways. Enable a better control of business processes, favouring business strategies achievements, improvement initiatives and process optimization initiatives. Provide "insights" and facilitate the discovery of hidden trends, to identify risks or new opportunities.

Serve the business globally, through a WW service able to ensure consistent access to information, in all Business Regions, at all organizational levels.

Project plan

The project moved on from the constitution of a core - cross functional - user team, permanent to the entire duration of the initiative, in charge of validating all business definitions with the goal to complete the design of the organic, enterprise wide, business information model.

Technical side, the project involved the redesign of backend and frontend solutions, leveraging a full-Oracle application stack, with the introduction of the ODI technology for data integration processes,

the upgrade of the OBIEE suite to the release 12, and the introduction of the new Data Visualization tool as a premium choice for the most effective “self-service” end user experience.

First go-live took place end of January, having the first Retail analytical models available to end users, while a phased release strategy will continue all over the 2018, to progressively cover the entire business information model (Sales | Operations | Production | Finance).

The technical staff, involved and coordinated by the BI manager, includes 1 ODI architect and ODI developers of different seniority for backend developments, 1 OBIEE architect for the design of the Enterprise Business Information Model, built on Oracle Business Intelligence platform and Oracle Data Visualization 12c.

Results

Enthusiastic feedbacks, in term of ease of use and flexibility of the new Visual interface, as well as for the degree of completeness, and information grain available, through the business information repository.

Daily analyses and data exploration activities can be carried out in a short time, allowing the business to perform searches quickly and intuitively, obtain "certified" information and make accurate planning. Significant reduction of manual tasks, formerly required to perform huge data extraction and transformation activities. Introduction of a common company language - “single version of the truth”, and overall improvement of the "business readability”.

Project originality

All company levels are autonomous in the definition of basic and complex reporting. Thanks to a new Data Visualization tool - Oracle Data Visualization 12c, from today it is extremely easy to perform analyses or explore company data in self-service mode, to share information and provide feedback in a timely manner. Information sharing is done through a system able to assemble data from heterogeneous sources and to provide updated and consistent information for all the World Regions of the Versace group.

Company profile

Founded in 1978 in Milan, Gianni Versace SpA is one of the leading international fashion design houses and a symbol of Italian luxury world-wide. It designs, manufactures, distributes and retails fashion and lifestyle products including haute couture, prêt-à-porter, accessories, jewellery, watches, eyewear, fragrances, and home furnishings all bearing the distinctive Medusa logo.

Speaker biography

Marco began his career at Nestlé Italy, where, for over 10 years, he managed the creation and the evolution of a huge BI environment, based on SAS technology, able to support multiple Business Units. From 2011, on a breakthrough to his professional career, he moved to consulting company Accenture and later to the Kantar Retail Group, all these experiences resulting in professional background enrichment in terms of technologies, best practices, and international experiences. From mid-2017 approaches for the first time the world of Fashion & Luxury, in Versace with the role of IT / BI manager.

SPEAKERS

Luca Bondioli

In the 1997 he joined the company as head of manufacturing.

2008-2012 he became AIP counselor, a leading role on the drafting of two volumes about the study of industrial districts

2009-2015 president of Hosiery and Underwear District Association

2014 he contributed to the launch of 1177 Elevenseventyseven brand, that is the new thermoregulating socks sold in a patented can. He developed a new business retail way.

Speaking on the 18th of April from 12 p.m. to 12.30 p.m.

Michel Byvoet

See www.byvoet.com. @shirtlover (twitter)

Speaking on the 18th of April from 3.30 p.m to 4 p.m.

Alessandro Canepa

Born in Turin (Italy) in 1969, he has a Business Administration Degree from Bocconi University. Since year 2003, he is Research Manager of Piacenza Cashmere. Evaluator for European Commission (NMP), reviewer for Agenzia per l'Innovazione (Italian Prime Ministry research Agency for Innovation), member of Textile Clothing Technology platform since 2006. Founder of i-Deal SRL, operating in the collection of anthropometric data via smartphone and mobile with the ISizeYou platform.

Speaking on the 19th of April from 3.30 p.m. to 4 p.m.

Pietro Colli

Pietro Colli has been Manifattura Berluti's IS / IT manager for more than 5 years. Previously he held the roles of Project Manager and Logistics Consultant on SAP management software. Graduated in Engineering, he tries to survive the GDPR thanks to weekly sessions of beach volley with his colleagues.

Speaking on the 19th of April from 4 p.m. to 4.30 p.m.

Ingrid Heijnen

Ingrid Heijnen is managing the G-Star Raw's Atelier Development Centre, since 2013. In this capacity, Ingrid oversees the coordination and implementation of improved ways of working regarding fit, grading, construction, development, production and pattern design in 2D as well as 3D. Ingrid is specialised in all gears related to correct measurements of the garment on the specified body across a multitude of product categories. Today Ingrid Heijnen acts as Manager Atelier - Specialist Fit & Construction at G-Star Raw.

Speaking on the 19th of April from 3 p.m. to 3.30 p.m.

Andrea Mattesini

Andrea Mattesini, Retail and Digital Manager of Monnalisa S.p.A. After his studies at the University of Pisa and Bocconi University, he specializes in the retail context: he began working in Monnalisa S.p.A. as E-Commerce Manager in 2005 and then took on the current role of Retail and E-commerce Manager.

Speaking on the 18th of April from 11.30 a.m. to 12 p.m.

Walter Musumeci

Always been fond of informatics, I have been working in Slam IT department since June 2014, and head of the department since the end of 2015. Being Slam a small-medium sized company, I deal with anything that concerns Informatics, and I am responsible for the technical part of almost all projects such as: integration of the logistics with third parties, PLM implementation (and software selection), integration development with the website, coordination of several developments on ERP and much more.

Speaking on the 18th of April from 4.00 p.m. to 4.30 p.m.

Marco Penatti

Marco began his career at Nestlé Italy, where, for over 10 years, he managed the creation and the evolution of a huge BI environment, based on SAS technology, able to support multiple Business Units. From 2011, on a breakthrough to his professional career, he moved to consulting company Accenture and later to the Kantar Retail Group, all these experiences resulting in professional background enrichment in terms of technologies, best practices, and international experiences. From mid-2017 approaches for the first time the world of Fashion & Luxury, in Versace with the role of IT / BI manager.

Speaking on the 19th of April from 3.30 p.m. to 4 p.m.

Alessandro Santamaria

He was previously General Manager of Italiantouch, the e-commerce company of the Tod's Group. Before he had been Commercial and Marketing Manager of Bnk4 Italia spa and Managing Director of Glamoo Italia. In 1997 he joined Cendant Corporation, a world leader in loyalty marketing, where he developed several Membership & Loyalty projects for Financial Institutions, Telecommunications and Utilities. Having worked in this sector since 2005, he has acquired extensive experience in start-up, digital, business development and fashion luxury projects.

Speaking on the 18th of April from 4 p.m. to 4.30 p.m.

Riccardo Squillaci

Riccardo Squillaci is an IT manager with over 15 years of work experience in conducting IT programs and structures within complex organizations. Highly experienced and competent on all IT management topics, both in terms of infrastructure and applications.

He has a strong technical and business background with a deep knowledge of all the main business processes. Extensive experience in group leadership and coordination with the role of responsibility. He is familiar with the management of change and in corporate transformations. Roberto Squillaci has been working in Sparco since June 2017.

Speaking on the 19th of April from 4.00 p.m. to 4.30 p.m.

Simon Thun

Born in Bolzano in 1989, Simon Thun studied and graduated at the age of 23 in Business Management at the "European Business School" in London. In 2012 joined LAZADA, "the Amazon of South East Asia". He deals with Operations and Marketplace. In 2014 he joined THUN as Product Manager and in 2016 became Omnichannel Retail Director with the aim of integrating physical and digital channels into a single purchasing experience. New consumers, markets and distribution models remain the challenge of the future.

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