



Tecnica Group reaches the summit of success with world-class product information management (PIM) technology

To reach its target consumers at every touchpoint worldwide, the Italian sportswear giant sought Lectra's help in optimizing its product information management system for its entire go-to-market process.

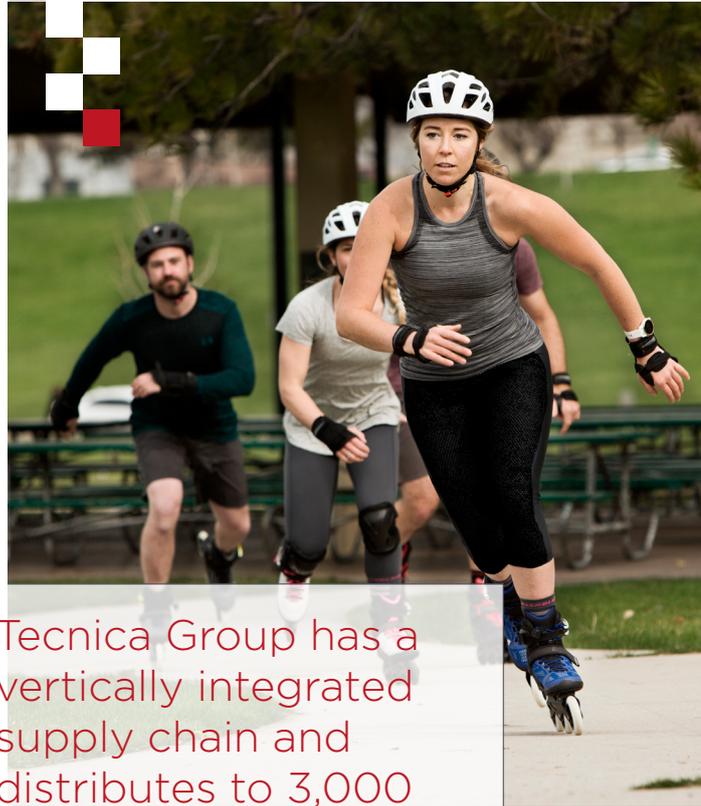
When Mr. Cristiano Simonetto first joined Tecnica Group as Director of IT and E-commerce, he was tasked with an enormous responsibility. He had to help his company outshine its competitors by reducing time to market and reaching tech-savvy consumers with accurate product information on time. This entailed unifying the group's IT systems to establish a single source of information, and streamlining the product data collection and distribution process across different channels. At first, this seemed rather daunting, given Tecnica Group's business context.

The Italian footwear and winter sportswear powerhouse was expanding rapidly, with six internationally renowned brands such as **Moon Boot, Blizzard, Nordica, Rollerblade, Lowa and its own namesake label** under its belt. As Tecnica Group acquired more companies, it inherited a whole host of IT systems, diverse data types and different approval processes. To increase overall efficiency, there was an urgent need to **unite all subsidiaries and production plants** and ensure that all team members were on the same page and speaking the same technical language. Simonetto knew that he could only achieve this objective if every supply chain actor was accessing, updating and sharing the same product data in real time.

Tecnica Group, the leading Italian sportswear manufacturer

Founded in 1960, Tecnica Group has come a long way since its beginnings as a small artisanal workshop in Italy since the 1930s. The group carved a niche for itself by excelling in producing high-performing footwear for winter sports athletes. With an annual production capacity of over 3 million pairs of trekking and mountain shoes, 363,410 pairs of skis and 796,998 pairs of ski boots, Tecnica Group has a vertically integrated supply chain and distributes to 3,000 retailers in over 70 countries. Today, the company boasts an impressive brand portfolio, with 1,541 employees and 11,500 stores that have to be kept up to date in real time.

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Using product information as a competitive advantage in sportswear

Tecnica Group sought to gain more market share by conquering the digitally attuned consumers of today. This required two elements: firstly, providing the best omni-channel retail experiences by reaching them at every touchpoint with precise information, and secondly, increasing speed to market by improving teamwork and productivity through accurate data. Mr. Simonetto quickly realized that there was one common thread that tied these two elements together: reliable product data. He could kill two birds with one stone by investing in a PIM solution that could serve as a common source of information where all supply chain actors could easily plug in information via legacy systems.



Furthermore, a PIM system could ensure greater data accuracy and reduce the number of store returns by helping Tecnica employees avoid mistakes while publishing production information online. This would give them a competitive edge in the world of technical wear, where precision is a key success factor. “Sportswear is unlike any other sector in the fashion industry. When you’re selling tee shirts, you don’t put your consumers at risk. But for us, our customers might be skiing down mountain slopes at 140 km/h and they have to trust the quality of our products,” explains Mr. Simonetto. “We have to guide our consumers towards making the right purchase decisions by giving them precise product information through the appropriate channels. Once they feel like they’ve bought the item of the perfect size, cut and material quality for their activity, we’ve won them over.”

Tecnica Group chooses Lectra’s Kubix Link

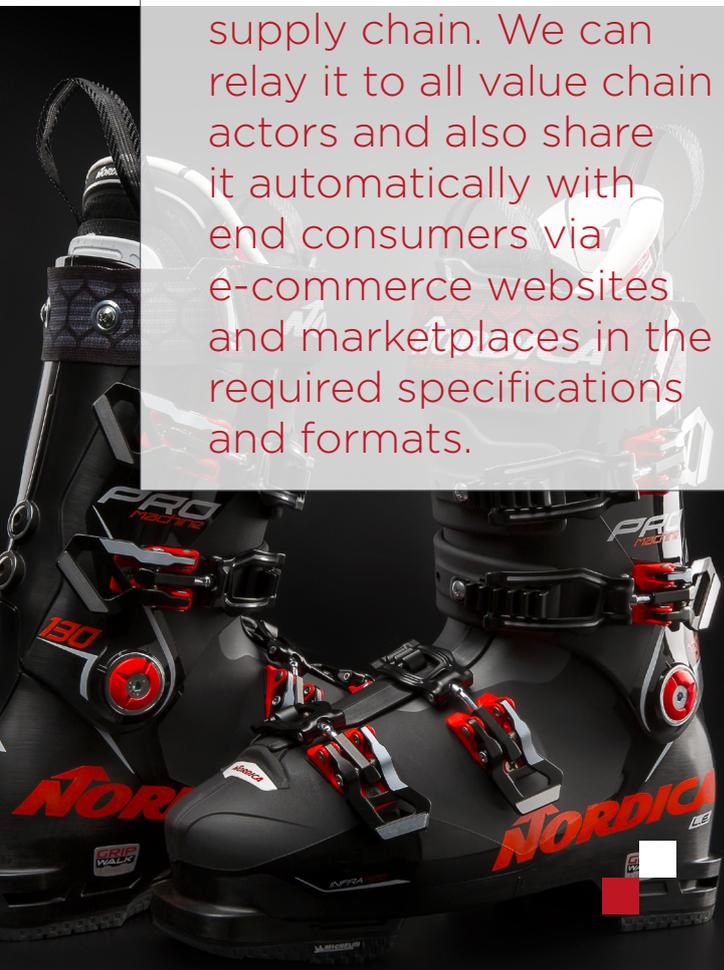
After conducting some market research, Tecnica Group eventually decided to implement Kubix Link, which would serve as an **effective anchor for these disparate IT systems and diverse data types**. The company was particularly drawn to the configurability and flexibility of the solution. Tecnica Group has always prided itself on its sense of innovation and ability to help sports enthusiasts achieve their personal best with outstanding products. Lectra, with its customer-centric values, Industry 4.0-focus and heavy investment in R&D, seemed to be a right fit for them.

Lectra proposed to equip Tecnica Group with Kubix Link, a **cloud-based solution** with built-in **PLM, PIM, and DAM** capabilities that help fashion companies create a 360° consumer experience. It has enabled the company to connect all their supply chain actors and other systems such as ERP, CRM and WMS from design to storefront through actionable data. Kubix Link’s configurability allowed them to focus solely on PIM. Thanks to this technology, Tecnica Group has been able to establish a **single, reliable source of information** for six separate brands and over twenty production plants.

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During the **three-month long implementation phase**, Lectra's experts accompanied Tecnica Group, but the onboarding process was minimal since the company was able to configure the solution according to their needs, making it intuitive and easy to use. "As an IT director, it's always difficult to persuade our employees to embrace new IT systems. But with Kubix Link, the **adoption phase was a breeze**, because it's so user-friendly. Moreover, team members get to communicate in real time through the platform as they do on social media with emoticons and such. It's not such a departure from the applications we normally use in our personal lives," states Mr. Simonetto.

“ With Kubix Link, we are able to consolidate, enrich and publish all product information coming from the entire supply chain. We can relay it to all value chain actors and also share it automatically with end consumers via e-commerce websites and marketplaces in the required specifications and formats. ”



— **Capturing the consumer's heart with the right information at the right time**

To thrive in the digital era, developing good-quality products is not sufficient. With the rise of e-commerce, communicating the right information to consumers and reaching them at every touchpoint is just as important. "If you're not meeting them at their touchpoints, then somebody else is," warns Mr. Simonetto. With its expanding brand portfolio, large production volumes and wide product variety, Tecnica had a reputation to uphold and it was important for them to ensure data integrity. Tecnica has achieved this objective today, thanks to the technology. "With Kubix Link, we are able to **consolidate, enrich and publish all product information coming from the entire supply chain**. We can relay it to all value chain actors and also share it automatically with end consumers via e-commerce websites and marketplaces in the required specifications and formats," attests Mr. Simonetto. "That's when I feel that the job is done."

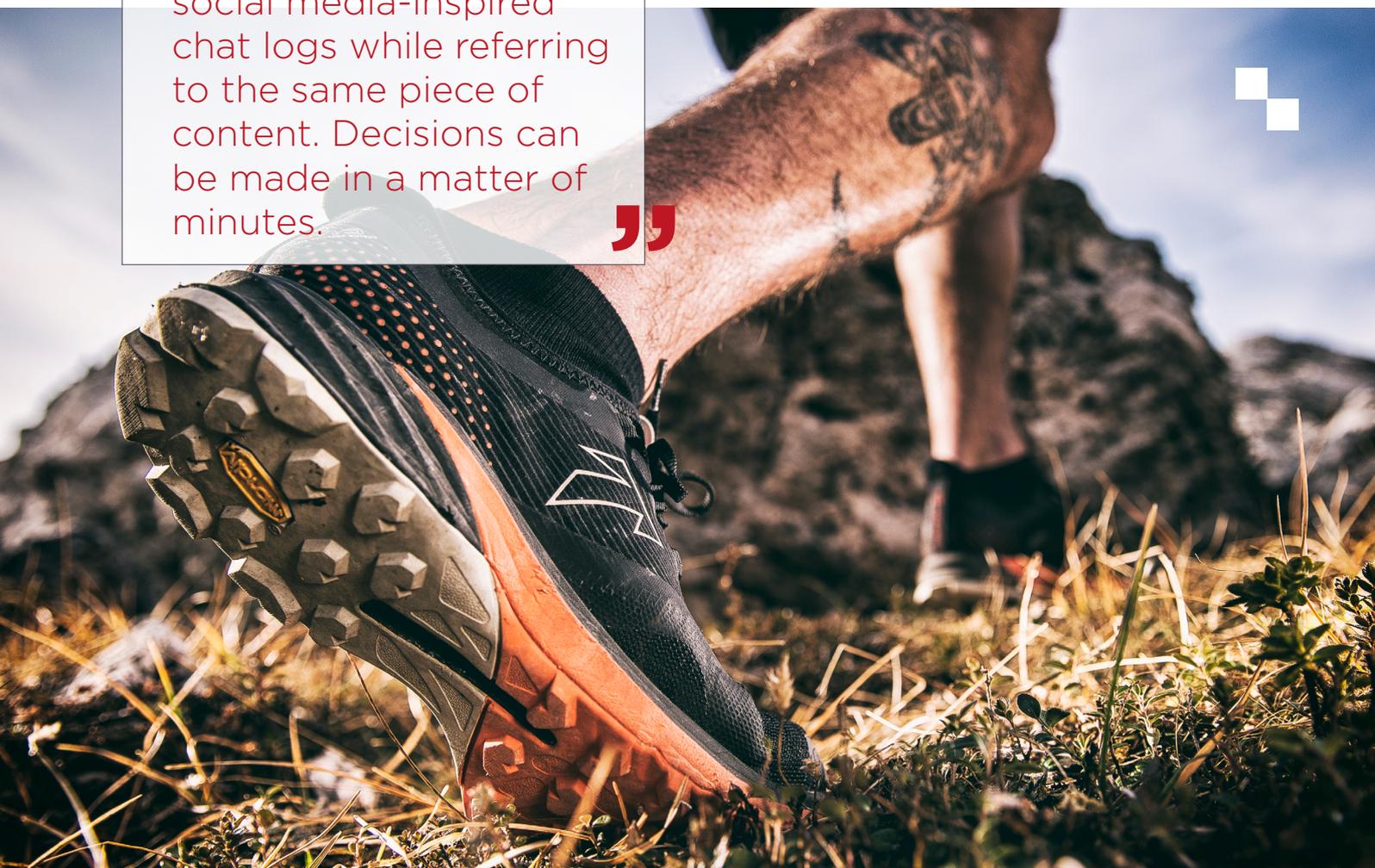
As the solution is fashion-specific, every value chain actor from design to storefront can now input data easily, as the system can classify and identify every product characteristic. Every team member is informed of last-minute changes in real time if product tests show unfavorable results. This makes the approval process drastically more efficient and according to Mr. Simonetto, painless. “Before, we used to communicate by e-mail, and because of the back-and-forths, it took

us a long time to finalize the product catalogs,” he says. “Now it’s so much easier, because we can now discuss in real time using social media-inspired chat logs while referring to the same piece of content. Decisions can be made in a matter of minutes.”

Since all information is centralized, structured and standardized, Tecnica employees are now collaborating faster and better by sharing and receiving accurate product data, and then marketing their products to 3,000 retailers worldwide using the right language, format and unit of measurement in one go according to the specifics of each e-commerce website or marketplace. They can also monitor the publication status of each product catalog in real time, across all channels and time zones, regardless of language. As a result, they are able to cut time to market by shortening the approval process, and reach their consumers before their competitors do by producing promotional content quickly.

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From a PIM to PLM partnership

Given the positive results they've achieved with Kubix Link, Tecnica Group plans to add PLM capabilities to the solution as well, to share and communicate more production-related information such as material costs and quality data. By scaling up their solution, they will be able to get full visibility of their design-to-product development process, and manage costs, identify and clear roadblocks. This way, they will improve time to market for their products, and produce customer-facing information at the same time. "The reason why we've decided to adopt PLM was because **we were able to implement PIM and reap its benefits so quickly.**"



The development of Kubix Link marks the beginning of a new generation of products. The solution is very well adapted to the way we live today - always on the go, connected 24-7. Having both Lectra's PLM and PIM systems in one place is perfect for us. We avoid the fuss of managing an IT solution from a different vendor" affirms Mr. Simonetto.

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DISCOVER KUBIX LINK'S ECOSYSTEM OF PLM, PIM, DAM AND MORE

[DOWNLOAD THE PRODUCT BROCHURE](#)

LEARN MORE ABOUT THE PLM IMPLEMENTATION PROCESS

E-GUIDE : "Missed Opportunity: How to Avoid 4 Common PLM Implementation Regrets"

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