Rossignol

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ROSSIGNOL POWERS ENHANCED PRODUCTIVITY WITH KUBIX LINK

Iconic ski brand achieves efficient multi-product management and seamless collaboration in one solution

KUBiX LiNK

The Challenge

The variety of teams involved in producing Rossignol's range of different product types used multiple Excel spreadsheets and product-specific applications as their main methods of communication. Dependence on **multiple information systems** meant that teams often lacked up-to-date data, which resulted in increased risk of error, slower decision making and time wasted trying to find **the most current design information.**

Frequent development of new collections coupled with an average two-year development cycle meant that the company also needed a solution that would aid in **analyzing the profitability indicators** and possible what-if scenarios for each project.

Lectra's Response

Lectra suggested that Rossignol could benefit from the **PLM capabilities of Kubix Link.** Kubix Link enables unparalleled collaboration and information centralization on a single platform that is accessible anywhere, at any time. In addition, Kubix Link enables Rossignol to **efficiently manage multiple product categories in one information hub.**

Results

Team members now work from **one official data source, which is always updated and easily accessible.** Elimination of wasted time trying to find fresh data or correcting outdated information represents about a **15% increase in time savings** in the decision-making process.

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Rossignol apparel: from the slopes to the streets

For over 100 years, Rossignol has been the benchmark in winter sports equipment. Its innovations in alpine skis, Nordic skis, snowboards and, more recently, mountain bikes has allowed both amateurs and professionals to push the boundaries of what they are able to achieve. Since 2015, Rossignol Group has been drawing from its century-old heritage and expertise to create functional skiwear, après-ski and urbanwear that is both elegant and technical, as well-suited for the city as it is for the slopes. The brand employs 1,200 people throughout the world, operates five factories and has distribution subsidiaries around the globe.

Rossignol's operations concern all levels of the value chain, including marketing, R&D, sales administration, purchasing and manufacturing. Teams used Excel spreadsheets and product line-specific applications to communicate relevant information to other departments. Not only was this system difficult to maintain and manage, it also meant that finding the most up-to-date data was like looking for a needle in a haystack.

Even if a spreadsheet was housed in a centralized location, users sometimes manually extracted the data they needed into a new spreadsheet, which was a source of mistakes and wasted time.

"The ability for even the most tech-averse team members to easily pick up how to use the solution was amazing. The ability to consolidate and integrate all information into one easily accessible, searchable platform has forged stronger connections between all the teams involved in the product lifecycle. It has also made it easier to keep track of product status, changes and timelines."

Emmanuelle Narese,
Application Manager, Rossignol

Collaboration is key

Improving data structuring, sharing and storage was Rossignol's primary impetus in investing in **Kubix Link.** The company was looking for a solution that would enable them to have consistent access to clean, standardized master data, ensuring that all teams were referring to and sharing the same up-to-date information.

Implementing a solution that allowed more **collaborative management** would also enable project managers and each contributor to follow the sequencing of tasks to ensure that products are completed on schedule.

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A modern, intuitive solution

With Kubix Link, Rossignol can now manage its **multiple product categories** with much greater efficiency. Despite the vast difference between, for example, T-shirt sizing and ski sizing, using Kubix Link enabled the company to create a core model that contains information common to all of the product lines, while also integrating the necessary elements specific to each. Teams are now able to **work from a single data repository for all collections and product lines.**

Emmanuelle Narese, Application Manager at Rossignol was impressed by the user-friendly, intuitive nature of the platform.

"The ability for even the most tech-averse team members toeasily pick up how to use the solution was amazing," she states. *"The ability to consolidate and integrate all information into one easily accessible, searchable platform has forged stronger connections between all the teams involved in the product lifecycle. It has also made it easier to keep track of product status, changes and timelines,"* continues Ms. Narese. **Clearly defined** and **configurable workflows** as well as to-do lists ensure that all team members are up-to-date on what has been done and what they need to do. All external suppliers are also able to access technical sheets and production instructions directly from Kubix Link.

Rossignol fuels faster decision making with Kubix Link

One year after implementation, the days of back-and-forth communication via Excel spreadsheets and emails are over. Rossignol is experiencing the benefits of increased efficiency, more reliable information, better collaboration and anytime access to **real-time data on an easy-to-use platform.** According to Rossignol's marketing director, the elimination of wasted time trying to find fresh data or correcting outdated information **has increased time savings in the decision-making process by 15%.**

"Our goal was to implement the Kubix Link project using an agile method so that our teams could focus on the high added-value components. The flexibility of Kubix Link makes it perfect for projects like this. Our teams adopted the tool more easily."

Emmanuelle Narese,
Application Manager, Rossignol

ABOUT
KUBiX LiNK

Kubix Link is a unique and endlessly adaptable ecosystem of PLM, PIM, DAM and more. It can fully integrate every aspect of product-related business processes – designs, details, data and decisions – into one familiar-feeling, cohesive Industry 4.0-inspired platform. Kubix Link removes barriers to collaboration with an endlessly configurable, strikingly familiar interface that is as easy to use as it is to understand.

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