

Bally



CUSTOMER STORY

LECTRA®

LECTRA, BALLY'S DIGITAL TRANSFORMATION PARTNER

In search of a suite of powerful tools that would help the company to position itself as a leader of a constantly evolving market, Bally chose Lectra's Kubix Link PLM, Kubix Link PIM and Retviews to achieve a 360° management of the brand's collections.

The context

With their outdated IT system, Bally struggled to manage the large amount of heterogeneous data generated by its different systems. Competitive intelligence was also carried out manually and compiled with Excel, a tedious and time-consuming task that required constant updates.

The challenge

The brand was therefore looking for a **unique tool to support its activities throughout its collection lifecycle, from competitive intelligence to product marketing**. To achieve this, the management of the brand's IT system had to be carried out internally, its product development processes had to be digitized and the monitoring of its international competitive market had to be undertaken in real time.

Lectra's response

Bally chose to partner with a technology provider whose expertise in the fashion industry is widely recognized. After having successfully deployed the Kubix Link PIM and PLM solutions, the brand decided to continue working with Lectra by supplementing Kubix Link with the Retviews platform. Thanks to this platform connected to its existing Stealth 3000 ERP, Bally can now transform data into market intelligence to make the right decisions along the whole value chain.



Results

Equipped with accurate and updated data, **product development** and **merchandising teams improved their performance and were able to focus on what really matters: innovation.**

"Our goal was to create and make available to the entire supply chain all the data of our historical archives, data regarding the current season, but also what our competitors are doing. Kubix Link is the only platform capable of helping us digitize and store our archives, support collection development and benchmark our competitors via Retviews."

Marco Esteri
Global IT Director, Bally.

Bally, the combination between century-old expertise and technological innovation

A Swiss luxury brand founded in 1851, Bally is one of the oldest luxury brands in the world. Using its century-old expertise to develop products with a very contemporary aesthetic, Bally has always positioned itself as a pioneer by using cutting-edge technology both for its manufacturing processes and to market the brand's innovative designs. Bally distributes its original shoe designs, accessories and ready-to-wear products in more than 320 retail stores and 500 multi-brand outlets, as well as on its website, available in 58 countries.

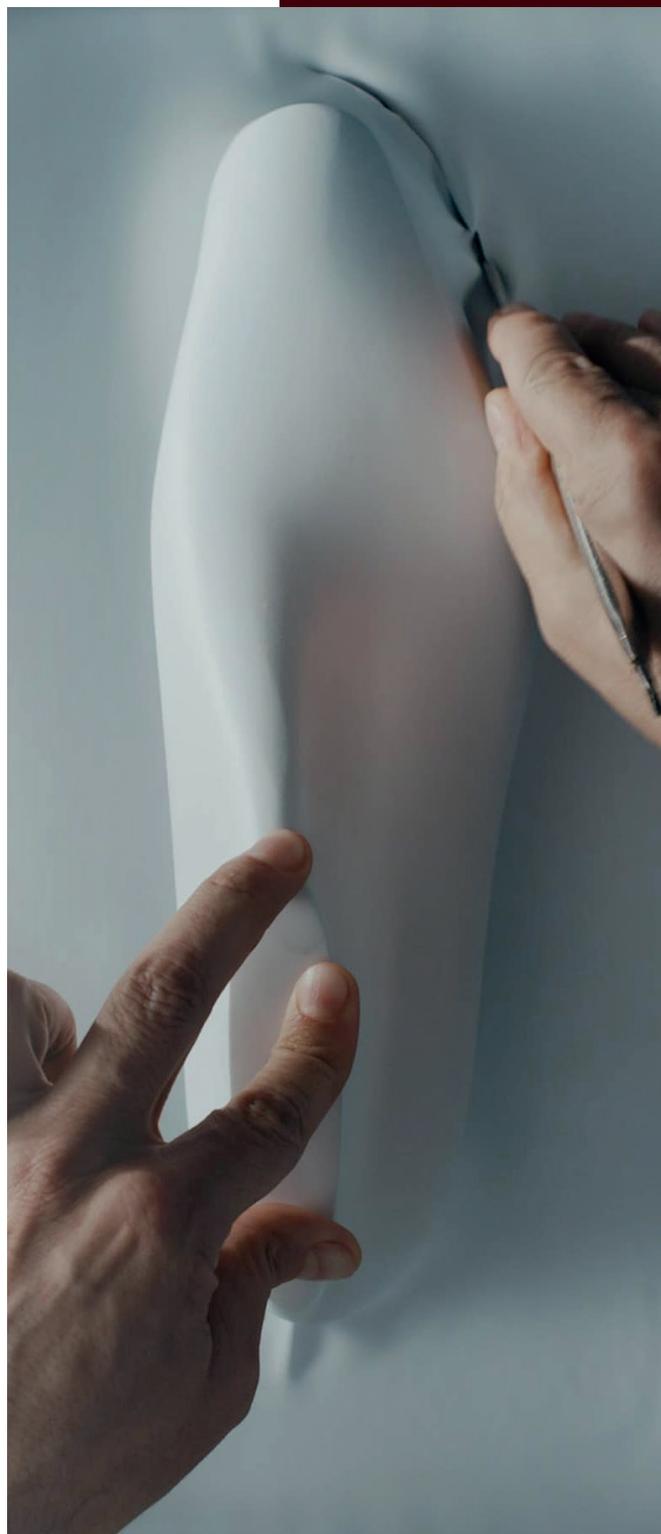
A strengthened collaboration

With Kubix Link PLM, Bally now benefits from a solution that is easy to use by all and allows the brand to capitalize on the best practices in the fashion industry. In addition to its fast implementation and its ability to **manage different types of products through a single solution (shoes, leather goods and ready-to-wear)**, Kubix Link PLM is also a key collaboration and communication tool that allows the brand to significantly optimize its production process.

"Kubix Link provides us with the collaboration platform we needed, it allows us to dramatically improve communication between teams during collection development."

Marco Esteri
Global IT Director, Bally.

With design teams based in Milan and industrial teams in Caslano, Switzerland, Bally now benefits from **improved collaboration throughout its value chain**. The digitization of its processes optimized remote work and improved communication, accelerating prototyping and sampling.



PLM and PIM solutions accessible through a single platform

To connect all players and increase synergies, Kubix Link covers the design and product development phase in the PLM part of the solution, but also allows for the management and monitoring of product and media content improvement through PIM (Product Information Management). **This all-in-one platform covers the entire process, from design to market.**

“Having PLM and PIM tools on one platform is a real advantage, it gives our marketing and merchandising teams access to the latest technical product information in real time, prevents delays due to data transfer, and makes it easier to improve marketing information and complete our digital catalog. It allowed us, from the first stages of the project, to better control the publication of our catalogs on the various e-commerce platforms and marketplaces.”

Marco Esteri
Global IT Director, Bally.



The PIM tool has allowed the brand to offer consumers a more compelling product experience and to identify, through reports and analysis, which product information has driven customer engagement. Bally used this feedback to make informed decisions, stay profitable, **increase customer loyalty and stay ahead of the competition.**



Designing collections based on the latest market developments

The Covid-19 pandemic has dramatically transformed the fashion industry and led it to rethink its priorities. Bally was looking for a tool that would allow it to **dynamically manage its collections and pricing strategy at the international level**, in line with the brand's expansion policy. Thanks to Retviews, which complements the Kubix Link suite, the Swiss brand has saved considerable time through automated benchmarking of the fashion industry. Management can now make better-informed decisions based on hard data and not on supposition. **By accessing data from its competitors, Bally can compare its positioning, set the ideal price, increase its margins** and get ahead of the curve by anticipating future bestsellers.

"Integrating Retviews into the Kubix Link solution has proved essential for compiling all the information on what our competitors are doing in terms of assortment, prices and discounts, and allows us to fine-tune our collections so they are always in step with customer demand."

Marco Esteri
Global IT Director, Bally.



A unique technology provider

Having a single technological partner and solutions capable of taking over the entire value chain is a real asset for Bally. The brand can now make real-time, accurate product information available to every team involved in the supply chain.

"In the end, all our information is easily available in real time, on a single platform and is used by all the teams involved in the value chain. Our dream has come true."

Marco Esteri
Global IT Director, Bally.

ABOUT **KUBIX LINK**

Unique and endlessly adaptable ecosystem of PLM, PIM, DAM and more to consolidate, share and communicate all product-related data through a single funnel from their first sketch to online sales channels.

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ABOUT **RETIEWS**

Your competitive intelligence platform for fashion. Gain real-time visibility regarding your competitors' collections, pricing, and discounts.

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