

TSI Holdings



CUSTOMER STORY

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TSI HOLDINGS

TSI HOLDINGS STANDARDIZES PROCESSES AND IMPROVES COLLABORATION WITH KUBIX LINK

The Japanese holding group advances its digital transformation with Lectra's next-generation PLM solution

Challenge

TSI Holding's 59 brands had different backgrounds, cultures and processes, which were all managed separately. The company wanted to end inefficient operations and fragmented product information.

TSI Holdings also wanted to achieve real-time visualization of processes throughout the supply chain, standardize operations, improve business productivity, and accelerate industrialization speed.

Solution

Lectra proposed **Kubix Link**, its all-in-one PLM, PIM, DAM platform. Kubix Link will enable the company to gather and standardize product information coming from all teams involved in the design-to-production process, so that they can collaborate by working with the same data in real time.

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MANAGING CHANGE AT TSI HOLDINGS

TSI Holdings, one of Japan's leading apparel companies, operates **59 famous apparel brands**, including Nano Universe, Margaret Howell, and Stussy. The company has been aggressively investing in digital strategies, including significant expansion of its e-commerce channels, unified commerce, smart factory construction, and logistics robots.

Until recently, TSI Holdings' brands, self-developed as well as overseas brands that joined the group through mergers and acquisitions, had different backgrounds and cultures; each brand managed its information and manufacturing processes individually. Standardizing processes while maintaining the uniqueness of each brand was one of the company's primary goals.

In addition to differing processes, TSI Holdings, like other fashion companies, was dealing with the changes in consumer buying behavior. "The mass-production, mass-consumption, brick-and-mortar business model is no longer valid. Fixed costs have become such a burden for fashion companies that it's become necessary to restructure supply chains in order to manufacture efficiently. **I believe that fashion companies cannot survive unless they completely change their business structure,**" explains Mr. Masanori Maekawa, Director of Supply Chain Management.

TSI Holdings' management team decided that digital transformation was necessary to resolve both issues. The company wanted to end inefficient operations and fragmented product information. TSI also wanted to achieve real-time visualization of processes throughout the supply chain, standardize operations, improve business productivity, and accelerate industrialization speed.

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Masanori Maekawa,
Director of Supply Chain Management



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TSI HOLDINGS AND KUBIX LINK

TSI Holdings, which was looking to implement a PLM solution as part of its product innovation efforts, was interested in the **flexibility, scalability and interconnectivity of Lectra's Kubix Link PLM**. Kubix Link enables companies to centralize information in order to streamline internal and external communication plans and collaboration. This makes it easier to share manufacturing information, track progress, and accelerate the decision-making process.

For TSI Holdings, Kubix Link offers the flexibility to expand functions and link with external systems, and can be used for a wide range of business operations. The company also expects that Kubix Link will improve merchandising operations, by making the **analysis and budget planning process for stores and ecommerce sites more efficient**. As a result, TSI Holdings will be able to boost the percentage sold of full-priced products and thus improve its gross profit margin. Kubix Link allows TSI Holdings to focus on creative work and capitalize on the time saved with a streamlined process to strengthen its brands.

TSI Holdings plans to further accelerate business reforms, starting with connecting the existing 3D design tools and the newly implemented PLM solution. In the next fiscal year and beyond, TSI Holdings plans to connect its new PLM with next-generation logistics systems, overseas product assortment handling systems, and performance management systems to make TSI Holding's platform even more sophisticated.



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TSI HOLDINGS' EXPECTATIONS FOR KUBIX LINK

Tsuyoshi Shimoji, President and CEO of TSI Holdings says, "We chose to implement Kubix Link as part of our company-wide digital transformation initiative. For TSI Holdings, the centralization and digitization of information is an urgent priority in order to **achieve management efficiency and strengthening of brands and products**. Using Kubix Link PLM templates will enable us to standardize operations in a short period of time, which will contribute to increased productivity. At the same time, we would like to establish an industry-standard data exchange model using PLM and blockchain technology so that the entire industry can enjoy the benefits of digitization."

"Using Kubix Link PLM templates will enable us to standardize operations in a short period of time, which will contribute to increased productivity [...]."

Tsuyoshi Shimoji
President and CEO

"Until recently, the fashion industry has relied on manual work and believed that making good products and creating customer loyalty was enough. However, the changes in consumers' purchasing behavior have made the elimination of process and product waste essential. In order to have better communication with consumers, it's especially important to have a standardized, visualized process. **We want to accelerate our digital transformation and Kubix Link will be the trigger,**" concludes Mr. Maekawa.





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LEADING THE WAY TO DIGITAL TRANSFORMATION

In order to respond more quickly to changing customer needs and expand into global markets, TSI Holdings aims to improve productivity and transform its business model by **implementing advanced digital supply chain initiatives**. Using Kubix Link will help TSI Holdings standardize its data model across the supply chain.

The company has already begun to take an active role in leading the digitization of the entire industry. **Use of Kubix Link will contribute to raising the level of productivity not only at TSI Holdings but also in the Japanese fashion industry as a whole.**

ABOUT KUBIX LINK

Lectra's process-oriented cloud platform Kubix Link serves as the foundation that binds communication and interaction across the organization. It puts essential data and information at the fingertips of internal and external stakeholders in real time for smoother, more streamlined collaboration. With the guidance of Lectra's experts, customers can benefit from virtually unlimited configuration of Kubix Link's PLM, PIM and DAM capabilities to implement a solution that mirrors their business.

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