

# CUSTOMER STORY

Zumba



# LECTRA

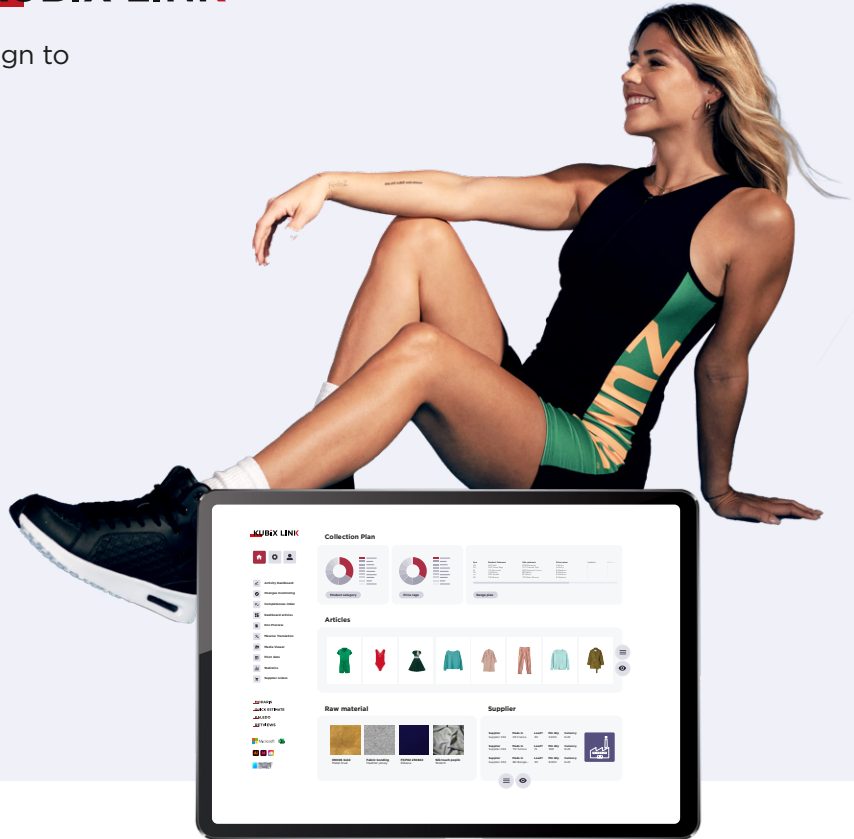
We pioneer. You lead.

## Clothes, choreography and community: Zumba gets fitness right with **KUBIX LINK**

Using a **PLM system** to connect the dots from design to sales for **short production cycles**

### INTRODUCTION

One-of-a-kind fitness company Zumba is not one to shy away from bright neon colors and bold prints. Founded in 2001 by renowned dancer and choreographer Beto Perez, the company promotes **inclusivity** and **individuality** through lively exercise programs that combine dance, aerobics and martial arts. With more than 15 million weekly participants across 185 countries, **Zumba is the largest fitness company in the world.** The company owns two successful activewear brands, ZumbaWear and StrongID, and develops a new collection for every class, selling through its **e-commerce store.** Adopting this unique business approach, **Zumba has to release a new collection every 45 days.**



# 01 BOLD STYLES AND SHORT PRODUCTION CYCLES

On top of its fast-paced production schedule, the company also has to manage its wide product variety including footwear, apparel, accessories and even swimwear for men, women and children. It produces up to **700 styles each year in five different countries.** Their designs often involve big, bold prints, which adds a layer of complexity to the product development process. In order to deliver such a wide product variety in short time frames, the company has to centralize its data, communicate better and collaborate more efficiently.

Being disconnected from suppliers, double data entry, and extracting information from multiple software applications, they realized they needed to change their product development process quickly. Over the years it became difficult to **manage all their systems across the supply chain and get the agility they need.** This caused confusion and inefficiencies between both their suppliers and their product development team.

“Everyone had their Microsoft Excel spreadsheet and didn’t want to give it up. We had a system that was hosted on a server that was always full. We had to call our IT department to clear it all the time”

**Olga Almeida**

**Product Design Development Senior Manager**

# 02 FINDING FREEDOM WITH KUBIX LINK

Zumba wanted a system that could help them **automate and accelerate their entire design-to-sales process** to free themselves of non-value-added tasks, such as sorting out e-mail exchanges and Microsoft Excel spreadsheets, and downloading and reading heavy tech pack files from their suppliers. They could then focus on what's important: creating meaningful, relevant collections for their followers. Kubix Link, an adaptable system with PLM, PIM and DAM capabilities, did just that by **integrating all their data into one place, with easy-to-use tracking of production ready products, from start to finish and to view updated entries in real time.**

Thanks to Kubix Link, Zumba was able to establish a common channel of communication with their in-house staff and external suppliers. With this single source of truth, they are communicating and collaborating more efficiently by working on the same document or file. They can now hold virtual multi-size fit review sessions via video and photos with up-to-date information such as colors and sizes that have already been approved, saving up to 12 minutes per meeting as compared to the previous scenario. The company has succeeded in entering **100% of their product data** into the system and integrating it with the systems of all their suppliers.

"We have gotten positive feedback from our external partners all over the world about Kubix Link. We have managed to save 80% of our time spent on technical designs and communicating with our product managers and suppliers, sending and opening tech packs, artwork files and e-mails"

**Olga Almeida**  
Product Design Development Senior Manager



# 03 ZUMBA AND LECTRA: THE PATH FORWARD

Zumba's bold decision to invest in a new PLM system paid off, and Lectra's customer success team ensured that. Satisfied with the results of their partnership with Lectra, Zumba is taking its partnership one step further by using **Kubix Link to automatically adjust their production schedules and processes according to the success of each collection.** Having all product data in one place, and be equipped with the **platform's workflow automation capabilities will give them the flexibility** to modify their calendars and current practices to beat the usual 45-day turnaround.

"For me as a manager, I love having my Kubix Link app on my cell phone because whenever I'm traveling, I will be notified about a mistake in the production line in real time. When I have to make a quick decision, it doesn't take me more than a click to see where we stand, what the products are, and the information needed. I can take immediate action to make the best decision for the entire business"

**Lina Saldarraga**

**V.P. Of Design, Product Development  
& Quality Assurance**

ABOUT

## KUBIX LINK

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

LEARN MORE →

### About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies.

The group offers industrial intelligence solutions - software, equipment, data and services - that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The group is proud to state that its 2,500 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

For more information, please visit [lectra.com](http://lectra.com)

