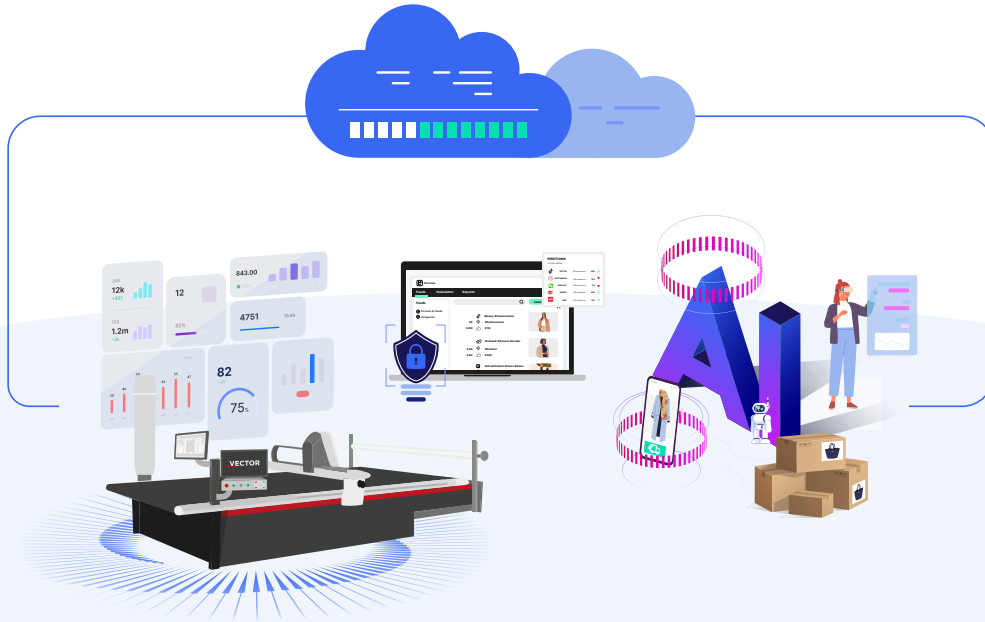


4.0

UNLOCKING THE POTENTIAL OF INDUSTRY 4.0

Four key Industry 4.0 drivers



Internet of Things (IoT)

Lectra has been developing connected equipment since 2007 by integrating sensors into all equipment to collect and store production data. Today, we have 4,700 equipment worldwide that is connected to our support centers for preventive and continuous improvement.

Cloud computing

Most of our software is cloud-based, most notably our fashion SaaS platform, **Kubix Link**. It enables process stakeholders to consolidate, share and communicate all product-related data in real time to accelerate collaboration, while ensuring information security.

Artificial Intelligence (AI)

We have been leveraging AI to help our customers benchmark their competition. Retviews, our fashion market intelligence solution, has image recognition technology that can monitor product assortments, price positioning and evolution across global markets.

Big data analytics

Our newest solutions capitalize on data analytics, to help fashion companies manage and benefit from the multitudes of data available to power performance and profitability. Our recently acquired software, Launchmetrics helps our customers manage and capitalize on large volumes of data tracks over 700K influencer profiles, 8 million documents and over 70 million social media comments per day to help customers develop powerful brand strategies.

LAYING THE RIGHT FOUNDATION FOR INDUSTRY 4.0

At Lectra, we have integrated four main 4.0 technologies into our offerings to help our customers adopt a data-driven approach to improving performance and achieving operational excellence.

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