



Company Details

Founded in 1978 with 6,000 employees. Over 110 stores in France, Italy and Spain. Articles: 140,000. 1.7m Loyalty Card holders.

Location

- France

Industry

- Retail: fashion

Business Challenges

- Meet new customer requirements
- International Expansion
- Improve Productivity
- Increased competition from overseas
- Faster paced business change reflected in the supply chain

Solution Overview

- Real-Time Best-of-Breed integrated supply chain
- Supply chain aligned along a "single" version of the articles
- Repeatable Integrations
- Ability to handle large volumes: 300,000 files daily
- 50,000 messages in 10 mins between 108 store servers

"The SeeBeyond solution enabled us to process, in real-time, high volumes of information all along the extended supply chain, among a wide range of applications. This results in shorter execution time and faster merchandise flows through the supply chain which deliver high bottom-line benefits and a better customer experience,"

Antoine Lepoutre, CIO, Kiabi

Business Challenges

Kiabi has become one of the largest French clothing retailers in under 10 years. Founded in France in 1978, Kiabi has built its brand on being the first to market selling low-cost clothing through its own superstore chain producing as many as 5,000 designs per year. At the end of the 90's, the fashion market became extremely competitive due to new competition coming from overseas, faster paced fashion and ever-changing customer behaviour. To remain competitive, Kiabi introduced a program to reinforce both operational excellence and customer information whilst expanding into casual style, urban wear and trendy clothing that would appeal to a wider range of customers. The company has an aggressive growth strategy that is leading to the opening of new stores in France, Italy and Spain by 2004.

Solution Overview

Before 2001, several proprietary applications, developed in-house, mainly based on VAX/VMS, were used for running the Kiabi business. However international expansion, as well as improvements in the responsiveness to ever-changing customer requirements, led to several supply chain innovations. These enable Kiabi to offer a better fashion mix with ideal supply-demand matching. To make this performance possible, Kiabi decided to modernise its I/T infrastructure with real-time communication, and introduce new core business processes through best-of-breed packaged applications. These two initiatives had to be compliant with Kiabi's business model preserving the distributed information system for product management, central services, logistics and transport, and store management.

The SeeBeyond implementation started with the infrastructure project that consists of the replacement of Kiabi's proprietary communication backbone with the real-time movement of high volumes of large files (300,000 files per day from 1Kb to 100 Mb) between stores, distribution centres and headquarters located near Lille, in the north.

Using SeeBeyond reduced the cost and time of implementing these packaged applications by at least a third. "Once deployed, the centralised integration components developed with SeeBeyond have enabled the continuity of the different sub-processes from each of those applications into our core business processes. This enables us to develop true cross application processes today whilst maintaining the high level of independence Kiabi requires between its different activities and applications" explained Christophe Alié, Director, Information System for Kiabi.

Kiabi identified very early on the need to introduce a consistent approach and methodology to accompany its SeeBeyond developments. Over the first few months the internal eAI Competency Centre, led by Franck Szijj, delivered high-efficiency tools, guidelines and templates, a centralised registry including business objects and processes, as well as implementation methodologies, best practices and training. This has brought together both business and technical users throughout all phases between design and implementation – a key requirement. According to Franck Szijj, "SeeBeyond's integration platform is an enterprise-wide infrastructure solution which delivers strong benefits across Kiabi's different activities. That is why 50% of the success of our eAI projects relies on our integration framework and on our ability to lead the organisation to change."

Business Benefits

SeeBeyond gives Kiabi the flexibility and the responsiveness to fulfil consumer demand. It also enables pipeline exceptions and the ability to tailor capacity to changing needs through business process management. This allows for enhanced store fulfilment and best fit with customer demand. This is the foundation for further eBusiness initiatives directly integrated with the supply chain. With the SeeBeyond centralised management features and high performance transportation layer, Kiabi has reconstructed its supply chain aligned along a "single" and real-time version of the articles and processes so that orders, deliveries and daily sales data are immediately shared between stores, headquarters and distribution centres, avoiding errors and stock-outs.

SeeBeyond drives productivity gains among several key retail I/T areas:

- **Enhanced Responsiveness** – The development team is now able to deliver projects to the business units faster with more accuracy and quality.
- **Process Error Reduction** – Being able to rapidly identify and correct errors is particularly valuable at high volume peaks - during the launch of new fashion ranges - "Collections launches" and seasonal sales.
- **Maintenance Cost Savings** – Dividing by 3 or 4 the number of process flows required – Kiabi has achieved significant savings in maintenance costs, reduced risks, and moved staff to value-added capabilities for its business.

"SeeBeyond has enabled a real-time integrated application network which helps us to streamline mission-critical business processes and ultimately achieve Kiabi's strategic goals. The time we invested in building a business and technical integration framework with SeeBeyond has a major effect in our development efforts. We are now spending less time linking systems to each other and more time on deploying value-added functionality and services for our business."

Christophe Alié, Director, Information System

Business Benefits

- Reduced cost and time of implementing packaged applications by a third
- Enhanced store fulfilment and customer fit through Business Process Management
- Productivity gains through enhanced responsiveness, process error reduction and maintenance cost savings

Technology Profile

- SeeBeyond Components
- eGate™ Integrator
 - 200 Live Components

Integrations

- Oracle Financials
- Retek Top Plan - Collection Planning & Management
- Manhattan PKMS – 7 Distribution Centres
- Symag POS System
- HR Access
- ORSYF Dollar Universe
- BMC Patrol
- Oracle8i Database

Sizing

- 1 x Sun Fire 6800 server 4 processors UltraSPARC® III, 192 GB
- 5 x Sun Fire V120 server UltraSPARC® III, 4 GB of memory, for schemas in production

Hardware OS

- Sun Solaris 8