

Peak
Performance
in Manufacturing

Ittierre

D&G, Versus, Versace Jeans Couture, Just Cavalli,
C'N'C Costume National, GF Ferré, Exté

Improved supply chain effectiveness

Market responsiveness through supplier collaboration and production planning

Introduction Italian fashion house Ittierre operates in a market where changing customer demands need rapid response, but with production spread around the globe the company decided to invest in supply chain management. Ittierre chose TXT's modules for Supplier Relationship Management and Production Planning.

Production Planning takes demand, raw materials availability and production capacity into consideration simultaneously at both Ittierre and its subcontractors. TXT's Supplier Relationship Management technology then handles web sharing of production and supply orders with production partners. Worksheets can be transferred electronically by Ittierre and around 100 fabric suppliers, replacing traditional methods.

As a result, purchase department workload has been substantially reduced, while centralised management of production planning has contributed to compressing production times and further improving production resources utilisation.

Overview

Italian fashion house Ittierre decided to invest in supplier collaboration as well as production planning in order to respond even more quickly to the fast-changing demands of the marketplace.

Benefits

Greater market responsiveness, due to Internet collaboration with suppliers and subcontractors
10–20% reduction in purchase department workload due to automatic transfer of worksheets
Centralised production planning management

Software & services

TXT modules for Supplier Relationship Management and Production Planning, based on Microsoft technologies, including SQL Server.

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To read the full case study please visit:
www.txtgroup.com

Challenge Specialising in design, production and distribution of ready-to-wear fashion, Ittierre is the young line division of the IT Holding group. Founded in the 1980s, the company controls the licensed distribution of D&G, Versus, Versace Jeans Couture, Just Cavalli and C'N'C Costume National, as well as the young lines of GF Ferré and Exté.

With production capacity of over 4 million items per season, the company must respond from approval of a prototype to delivering production quantities of a new style in a matter of weeks.

The challenge is compounded by production being carried out in Eastern Europe, Africa and Asia, in addition to Italy itself, and by dealing with a wide network of fabric suppliers. In addition, the finished products must reach up to 4,500 resellers and a world-wide showroom network.

To sustain its competitive position in such a complex operational context, Ittierre adopted a Quick response strategy, which has led to a gradual reorganisation and computerisation of internal processes and to the introduction of a data communications platform to better support data flow between the numerous production partners.

Adoption of TXT solutions aims to resolve production problems. It facilitates synchronisation between partners via real-time sharing of critical data (production orders, delivery plans, urgent requests), and improves the production planning process.

Solution Ittierre opted for applications from the TXT demand and supply chain management suite based on Microsoft technologies. Its Supplier Relationship Management solution allows Ittierre and around 100 fabric suppliers to share fabric technical worksheets electronically. Moreover, the solution makes it possible to share production and supply orders via the web, both internally at Ittierre and with its suppliers and subcontractors. Following receipt of an order, suppliers and subcontractors publish their

delivery plans electronically. These are automatically received by Ittierre's ERP system, ensuring plans are updated taking into account availability of raw materials and subcontract work.

The TXT Production Planning solution centralises production planning, taking into account not only anticipated demand but also finite resources, such as availability of raw materials and available production capacity at both Ittierre itself and its third party subcontractors.

Benefits The solution has helped save the production department significant manual data entry, reducing its workload by between 10 and 20%.

Moreover, the availability of a collaboration-based solution, which also allows the smaller suppliers to be actively integrated into the supply chain, has contributed to the construction of win-win relationships with partners.

Centralised production planning ensures more efficient use of production resources, a reduction in lead times and a lowering of inventory levels.

"TXT solutions have allowed us to implement a new organisational model for a more streamlined and efficient use of company processes, considerably reducing management costs and at the same time guaranteeing high levels of service. This project forms part of a general framework of great importance to our company and will guarantee the optimisation of internal processes and relations with suppliers and subcontractors," says Giuseppe D'Andrea, operation director, Ittierre.



Speeding Ittierre's fashion supply chain

TXT
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