



HOME PHILOSOPHY
visionnaire

**DRIVING CRAFTSMANSHIP WITH
DIGITAL TRANSFORMATION**

VISIONNAIRE DESIGNS FOUNDATION FOR
THE FUTURE WITH CENTRIC PLM



 CentricSoftware™

"We wanted to digitalize our artisan network in order to double the volume of sales, create continuity of performance and guarantee delivery times. We had a high turnover, but from a management point of view, we needed to revolutionize our IT architecture to maintain and increase that level of performance."

Claudia Poli, SCM and Project Manager, PLM-CPQ at Visionnaire, immediately saw the need for digital transformation when she joined the Made in Italy luxury furniture company in 2017. Visionnaire soon embarked on an ambitious digitalization project that would integrate product data across a new Product Lifecycle Management (PLM) solution, a new Configure, Price, Quote (CPQ) solution and a legacy Enterprise Resource Planning (ERP) solution.

Today, Visionnaire has successfully implemented Centric PLM and is on track to complete its revolutionary digital project in 2020. The high-end furniture-makers have aligned information throughout the organization with a single version of the truth, giving them instant control over collection development and greater versatility in the way they configure individual products and the manufacturing process.

How did Visionnaire successfully create an integrated product data infrastructure with the support of Centric PLM?

100% MADE IN ITALY

Uniqueness, contemporary style and a vocation for "Made in Italy" are at the core of the Visionnaire brand. The Italian label has rapidly positioned itself as a leader in the international luxury design scene, no longer seen as a mere furnishing project, but as a proposal for "full home design" needs, offering integral solutions for major home décor and furnishing projects: from private dream homes to public spaces such as hotels, restaurants, and luxurious clubs, covering all living areas, from the living room to the bedroom, all the way through to the bathrooms, the kitchen, and outdoor spaces.

Visionnaire is synonymous with high quality tailoring and manufacturing, representing the best of "Made in Italy". The products are produced by the best Italian artisans who have been hand-picked by the company since 1959. Each piece is made and sewn by hand through long engineering processes that take place within the Maison's design studio. The selection of materials and the development of new technologies have always represented an essential aspect of each of Visionnaire's collections.

COMPLEXITY, VOLUME AND DEMAND

As Visionnaire grows, they need to continue to manage an enormous amount of data related to products, materials, suppliers and custom orders to produce and deliver high-quality luxury furniture to the market on time.

"We manage more than 3,500 catalog products, more than 1,500 fabrics and leathers, more than 5,000 wood lacquers, more than 130 marble and stone finishes, and 16 steel finishes," explains Poli. "This is what our artisans face every time they set out to manufacture a Visionnaire product. We need to be able to coordinate and communicate product information efficiently with our skilled network of artisans to get products to market on time and remain competitive."

"We got to the point where we were no longer able to keep up with demand and fulfill orders on schedule using our existing ERP and communication systems," she continues. "This is a time of delicate balance for Visionnaire, as we are trying to increase production and sales volumes while maintaining our renowned quality and craftsmanship. We needed to find a technology solution that could provide us with the right architecture and tools to support our growth."



" CENTRIC PLM PROVIDES THE FOUNDATION OF REAL-TIME PRODUCT DATA THAT IS ACCESSED AND DISSEMINATED THROUGHOUT ALL PARTS OF THE COMPANY, HELPING US TO ACHIEVE THIS GOAL.

CHALLENGES

- + Difficulty keeping up with increasing consumer demand and orders
- + Managing 3,500+ products comprised of millions of combinations of raw materials
- + Inefficient collaboration with a network of 50+ skilled artisans
- + Gaps in communication between departments and external suppliers
- + Need to increase speed to market to stay ahead of competition

FLEXIBLE, SCALABLE AND EASY TO IMPLEMENT

Based on the advice of external consultants, Visionnaire began a total overhaul of its IT infrastructure. Following a thorough assessment of their existing processes and needs, an ambitious plan was developed to reduce the role of the company's existing ERP solution in product data management and to fully integrate ERP with new PLM and CPQ solutions.

PLM was to become the repository and generator of product data across all parts of the organization. Working with their consultants to select a flexible, scalable solution that could be implemented easily and integrate smoothly with other enterprise systems, Visionnaire chose Centric Software's Centric 8 PLM.

"Centric PLM offered us an immediate guarantee that we could gain control of the product development process," says Poli. "We were impressed by Centric's performance in the fashion sector and the solution's ability to handle processes that are most relevant to the world of furniture. The solution could be adapted to our specific needs."

"Centric PLM is very versatile, giving us the ability to start at different points in the product configuration process. This is particularly important for us as we offer finished catalog designs as well as products with varying degrees of customization, ranging from made-to-measure to highly bespoke pieces," she continues.

UPSTREAM AND DOWNSTREAM INTEGRATION

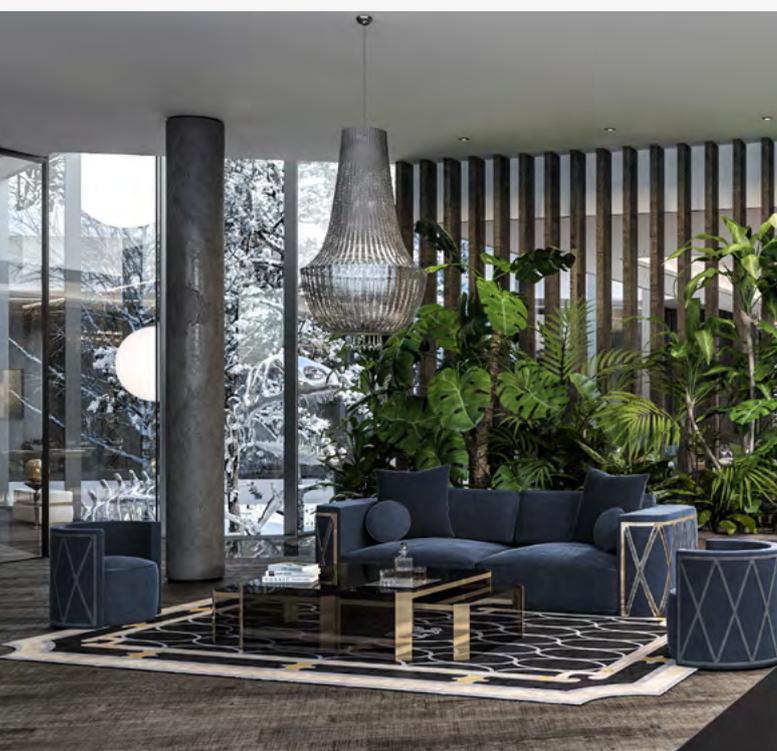
Visionnaire completed its initial Centric PLM implementation and all of its 3,500 products will be fully live across Centric PLM and the company's ERP and CPQ solutions by 2020. Centric PLM is now the single source of truth for product data and is used to handle all product-related processes from collection planning to final product development and launch.

"When we set out the strategic guidelines for this project, we noted the need for both upstream integration with showrooms, agents, retailers and architects in the sales and pre-sales process, as well as downstream integration with our supplier network from the moment a product is conceived, all the way through development and industrialization," says Poli. "Centric PLM provides the foundation of real-time product data that is accessed and disseminated throughout all parts of the company, helping us to achieve this goal."

"We used to have significant gaps in product know-how, a lack of historical materials information and difficulties in communication between designers and suppliers," she continues. "Now, Centric PLM holds an up-to-date, accessible library of product and materials knowledge, as well as a way for designers and our external partners to collaborate interactively in real time."

RESULTS

- + PLM implemented as the basis of a complete digital transformation project
- + Smooth integration with ERP and CPQ solutions
- + Improved transparency and communication throughout organization
- + Enhanced ability to collaborate effectively with suppliers
- + Single source of truth for product data and repository of knowledge



A VISION OF THE FUTURE

As Poli concludes, Visionnaire expects to enjoy the benefits of Centric PLM's ability to align information across different enterprise systems, departments and suppliers.

"As we begin developing collections using Centric PLM, we are looking forward to improved transparency of the collection calendar and workflows," she says. "Online, real-time documentation in a shared digital space will keep our suppliers and customers up to date at all times. Bills of Material (BOMs) will be integrated and updated automatically, and we will be able to carry out real-time costing scenarios. Once connected with our CPQ solution, PLM data will be sent to CPQ and used to configure and generate customer offers."

"Centric Software has played an important role in helping us to define our processes and create our new IT architecture. Centric PLM will provide the foundation of product data we need to maintain excellent craftsmanship and support our plans for future growth."



ABOUT VISIONNAIRE

Visionnaire, a leading “Made in Italy” brand in the luxury interior design sector, operates today in more than 55 countries with a network of 30 single-brand stores and through an extensive network of selected multi-brand stores and luxury department stores worldwide. Visionnaire’s portfolio now includes over 2,500 items: thanks to the collaboration of a team of experienced, eclectic and visionary Italian and foreign designers, it offers itself as the ideal partner for luxury bespoke proposals in private and public contexts, in luxury hotels as well as in the yachting and aviation sector.

ABOUT CENTRIC SOFTWARE

From its headquarters in Silicon Valley, Centric Software provides a Digital Transformation Platform for the most prestigious names in fashion, retail, footwear, luxury, outdoor and consumer goods. Centric’s flagship Product Lifecycle Management (PLM) platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing, quality and collection management functionality tailored for fast-moving consumer industries. Centric SMB provides innovative PLM technology and key industry learnings for emerging brands. Centric Visual Innovation Platform (VIP) offers a new fully visual and digital experience for collaboration and decision-making and includes the Centric Buying Board to transform internal buying sessions and maximize retail value and the Centric Concept Board for driving creativity and evolving product concepts. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D Digital Mock Up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016 and 2018.



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