AMARO

AMARO SPEEDS INTO THE FUTURE WITH CENTRIC PLM

PIONEERING DIGITAL FASHION BRAND TRANSFORMS PRODUCT DEVELOPMENT

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> "As product volumes increase, it becomes more difficult to control processes and deadlines, and also to determine which areas to optimize and where we are wasting time and energy."

Anay Zaffalon, head of products at AMARO explains that the young, digitally driven fashion brand is growing at a rapid pace, and spreadsheets and file sharing are no longer suitable for a company that sets the pace of technology-enabled fashion in Brazil and beyond. AMARO wants to give its employees the best digital tools to collaborate and develop products.

Now, with Centric Software's Fashion Product Lifecycle Management (PLM) solution in place, AMARO has transformed data integration and consistency between teams with a single source of truth for all product data, driving efficiencies across the entire product lifecycle.

How did AMARO move to a new way of working with Centric Fashion PLM?

DISRUPTING FASHION WITH TECHNOLOGY

Founded in 2012 in São Paulo, Brazil, AMARO is an innovative online womenswear brand. AMARO, which considers itself as a technology company more than a fashion company, has pioneered an online, direct-to-consumer business model that leads the way for fashion companies in Brazil and across the world. The brand removes many of the "middleman" steps of the traditional fashion retail model to sell the latest international trends at disruptive prices through www.amaro.com and its mobile apps.

AMARO also offers personalized service in 16 digitally immersive Guide Shops across Brazil. These bricks-and-mortar shops complement AMARO's online presence, allowing customers to physically try on sample clothing and order products for delivery from a central inventory. AMARO launches new products weekly, aiming to provide its discerning, digitally native customers with a constant stream of high-quality, on-trend apparel, and releases approximately 10,000 new styles every year.

HANDLING HIGH VOLUMES OF DATA

As Zaffalon explains, AMARO integrates sophisticated technology throughout the entire supply chain, and the company's advanced use of data drives its ability to respond to customers.

"We get our customers the best product at the fairest price. Our customers are at the heart of the business, and we listen to what they want. Unlike the more traditional model, where companies push trends on customers, the client determines what will be created. They are co-authors of the brand. We use data intelligence to streamline our business processes with the goal of delivering exactly what the customer wants."

With teams at AMARO managing increasingly high volumes of data related to customer desires and new products in development for weekly product launches, it became clear that existing systems could not cope with the sheer amount of information teams needed to handle.

"Our goal is to provide our digitally native customers with a constant, fast and easy stream of on-trend, high-quality products," says Conrado Depoian, product manager at AMARO. "When you look at a single product lifecycle in detail, it's huge. From the idea to the design to the international journey to catch a trend to the final purchase order—there are many steps in this process, and a lot of information to deal with."

This process used to be 100% based on spreadsheets, but data transparency and consistency became an issue as AMARO grew rapidly.

"Each team organized information to suit its own needs, so trying to pull data, build a report or develop a controlled process was difficult due to lack of consistency across the organization," says Milene Brunetti, product category manager at AMARO.

"As our team grows and the number of styles we bring to market keeps increasing, that way of working quickly becomes unmanageable," adds Zaffalon.

"We knew PLM would give all teams one point of reference to consult while managing product launches, product development progress, costs and materials."
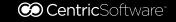
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> CENTRIC GIVES US VISIBILITY INTO LAUNCHES, PRODUCTS, LOCATION, COSTING AND THE DIFFERENT TYPES OF MATERIALS USED IN EACH PRODUCT. THIS VISIBILITY IS THE BIGGEST BENEFIT OF CENTRIC PLM.
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CHALLENGES

+ Rapid growth, bringing an increase in teams and products
+ Super-fast time to market, with weekly product launches
+ Need to handle high volumes of product and retail data effectively
+ Lack of transparency and data consistency with spreadsheets
+ Need to integrate data and systems across entire product lifecycle

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CHOOSING AN INNOVATIVE SOLUTION

AMARO was born online and integrates sophisticated technology throughout the entire supply chain, so choosing an innovative and forward-looking PLM solution was a natural step in the company's evolution. AMARO searched for a PLM solution that could handle every element of the product lifecycle, offer industry best practices and be intuitive and user-friendly for its younger, digitally native workforce.

"As a technology company, we strive to have the most innovative solutions in every area of the business," says Zaffalon. "We chose Centric to gain control of our processes and to have a single source of the truth."

"Choosing Centric was quite an organic decision," she continues. "For us, there's nothing more natural than having the best technology for our products. Centric is solely focused on PLM, so we can be sure the company is putting all of its energy and investment into making its software the best in the industry."

"Because Centric is online, we can access it anywhere – while we're visiting suppliers, or outside the country," she continues. "This mobility is very important for us. Our business model depends on an extremely fast time to market, so we wanted to put as many of our teams and supply chain partners in PLM as possible to speed up the product launch process. Centric is the most complete tool that allows us to do that."

As Brunetti adds, Centric's user-friendly interface and future-focused approach are major benefits for AMARO.

"Centric Fashion PLM is very intuitive and simple to use," she says. "Anyone involved in product development can easily navigate through it. At AMARO, we always aim to innovate and modernize. Centric Fashion PLM fits in with our culture, and allows us to manage every aspect of collections within one system."

RELIABLE, CONSISTENT, STRUCTURED DATA

AMARO was the first fashion company in Brazil to implement Centric Fashion PLM, reinforcing its status at the forefront of technology and fashion. AMARO selected Centric in October 2018 and completed its implementation in just a few months.

"The main benefits of Centric PLM for us are data reliability, revision history, control over who accesses what information and the ease of integration with other systems," says Depoian. "Integration gives AMARO a competitive advantage, as product design is now fully integrated with our Enterprise Resource Planning (ERP) system, which handles sourcing and production. The teams that work with these systems are in separate locations, but now there's no break in communication. They create a new design in PLM and it automatically shows up in the ERP system, which saves time."

"AMARO pays a lot of attention to customer experience, and part of this experience, from ease of purchase to delivery speed, is the quality of the final product," he continues. "As we continue to grow and launch new products all the time, Centric Fashion PLM helps us to improve the agility of the product development process so that we can continue to provide a high volume of quality products to the customer."

RESULTS

+ Streamlined processes, accurate information and revision tracking

+ Integration between PLM and other software systems brings greater efficiency

+ Complete end-to-end visibility of product development

+ Single source of the truth for all users

+ Innovative ways of using PLM to add more value (demand forecasting)

As Zaffalon notes, Centric Fashion PLM has almost replaced spreadsheets entirely and is transforming the way people work daily at AMARO.

"Today I can see everything in one place. Centric gives us visibility into launches, products, location, costing and the different types of materials used in each product. This visibility is the biggest benefit of Centric Fashion PLM. We have more consistency in information shared across different teams and different products, so we can understand information better internally and communicate more consistently with suppliers."

"We are also using Centric PLM for product tagging and demand forecasting. This is something very unique that no one else is doing."

SYNERGY BETWEEN TWO TECH COMPANIES

AMARO has high expectations for the future. With Centric PLM in place, AMARO is set to experience unprecedented integration across teams and processes, from design to production to retail.

"We expect to optimize our processes by greatly reducing duplicate data, errors and time spent looking for information," says Zaffalon. "Moving our highly integrated processes to Centric will drive greater agility from planning to delivery. We now focus our time on making quality products. Everyone wins – the company, the customer, the employee."

"We see many opportunities ahead, as AMARO and Centric are two technology companies with a lot of synergy. We're looking forward to giving input on new features in Centric PLM that will benefit us and other Centric customers. I truly believe Centric is the best PLM solution on the market."

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ABOUT AMARO

AMARO is a digitally native fashion brand and technology company with the mission to empower humans to express their authentic self.

With originally designed women's clothing, accessories and footwear, AMARO applies technology from product design to delivery at home and invests in data intelligence within its platforms to better understand the customer journey.

AMARO sells omnichannel on amaro.com, mobile apps and via digitally immersive brick-and-mortar Guide Shops.

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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