

HELLY HANSEN INNOVATES WITH CENTRIC SOFTWARE
OUTDOOR BRAND USES CENTRIC PLM TO POWER
HIGH-QUALITY DRIVEN PRODUCT DEVELOPMENT



 CentricSoftware™



"We run the business on quite a strict timeline, with very clear cutoff dates and deadlines for everybody. Before Centric PLM, one of our biggest challenges was making sure that people adhered to the schedule as there was a lack of clear accountability and different departments used different tools and platforms. We're growing fast and, in order to develop innovative, high-quality products efficiently, we need a clear overview of who is doing what, where and when."

Ferdinand Diener, Process and Quality Manager at Helly Hansen, explains that the outdoor brand once struggled with data management, visibility and version control across multiple software platforms. When the Helly Hansen Group acquired MUSTO in 2018, integrating a new brand brought additional challenges. MUSTO had been a happy Centric Product Lifecycle Management (PLM) customer since 2015, and Helly Hansen decided to also adopt Centric PLM to harmonize data and processes across both brands and within Helly Hansen's own departments.

Today, with the single source of truth provided by Centric's Outdoor PLM solution, Helly Hansen benefits from unprecedented traceability and visibility throughout the product development process and the ability to handle bigger workloads at a faster pace while being more quality-driven.

How did Helly Hansen embark on their Centric PLM adventure?

PIONEERING PRODUCTS FOR OUTDOOR PROFESSIONALS

Helly Hansen was founded in 1877 in Norway by sea captain Helly Juell Hansen and his wife Marguerite, who discovered an effective way of keeping sailors and fishermen dry and warm in the harsh Norwegian weather. They launched a business selling waterproof oilskin jackets, trousers, sou'westers and tarpaulins made from coarse linen soaked in linseed oil. Over 140 years later, Helly Hansen is still protecting people from the elements. Today, Helly Hansen gear is worn and trusted by professionals in sailing, skiing, mountaineering and on worksites, as well as nature-lovers across the world who enjoy outdoor pursuits.

Helly Hansen has a long list of first-to-market innovations developed through insights from those working and recreating in the world's toughest environments, including the first fleece material in 1961 and the first moisture-wicking technical base layers in 1970. Continuing this tradition of product innovation, Helly Hansen's contemporary clothing features a unique Helly Tech® waterproof and breathable outer layer that keeps water molecules out while allowing sweat vapor to pass through. The Helly Hansen brand is owned by the Helly Hansen Group, which acquired the MUSTO offshore sailing apparel brand in 2018.

NEW BRAND, FRESH START

Helly Hansen had a PLM solution in place prior to acquiring MUSTO, but difficulties persisted with version control and a lack of integration across multiple platforms. When the Helly Hansen Group acquired MUSTO, there was a clear opportunity to start afresh. MUSTO was happily working on Centric PLM, and with both brands using the same solution, it would be easier to streamline product development, planning and operations across the rapidly-growing business.

"Helly Hansen is growing at tremendous speed," explains Ferdinand. "We struggled to keep up with growth and our workforce found it difficult to keep to deadlines and follow process steps.



BECAUSE CENTRIC PLM IS SO FAST AND EASY TO USE, PEOPLE ARE ABLE TO DO A MORE THOROUGH JOB, CREATE MORE PRODUCTS AND IMPROVE QUALITY OVERSIGHT.



CHALLENGES

- + Harmonization of data and processes with new brand (MUSTO)
- + Issues with version control and use of multiple software tools
- + Lack of visibility between teams and departments
- + They had a legacy PLM which no longer suited their needs
- + Rapid growth adding to workload and complexity of product development

Even with another PLM in place, people were still using Excel spreadsheets and constantly making updates to versions in multiple places. Now with Centric, we have a clear overview and instantly know the status of each product in development.”

“Transforming the way we manage data also sped up the product development process. Moving over to a solution that integrates all functions at a high level, links to Adobe® Illustrator, contains modules that ‘talk’ to each other and includes our line plans in the system – bringing together all of those interlinking parts – is the biggest driver of our Centric PLM project.”

FAST, PLUG-AND-PLAY SOLUTION

MUSTO’s positive experience with Centric PLM played a part in Helly Hansen’s choice to implement the solution, but there were other factors that impressed teams at the outdoor brand.

As Ferdinand explains, “The speed and ease of use definitely makes Centric PLM stand out. The interface is incredibly fast compared to anything we have seen before. It gives us the option to create Views and see information as we like. Once Centric’s experts had taken care of the initial configuration, we were able to basically set up the system ourselves and make changes as users required. The whole system is so simple for people to plug into.”

“We wanted to integrate both brands into one system, and it’s also important to us that Centric integrates easily with other software platforms, giving us a single source of truth across the entire business. The Centric consultants performed a thorough global analysis of our situation and confidently adapted the solution and integration possibilities to our needs.”

PROCESS-DRIVEN AND FOCUSED ON QUALITY

Helly Hansen implemented Centric 8 PLM in just six months while merging with MUSTO. Ferdinand notes that the Centric team are well-equipped to handle this complex project.

“The people we are working with are so professional. They left no stone unturned in their analysis. Whenever we throw a problem at them, they come back with a solution. I don’t think we have ever heard the word ‘No’ from Centric. They always try to find a solution, and if it doesn’t work 100% the way we want, they come up with an alternative. We’re very happy with the implementation.”

With Centric PLM in place, Helly Hansen is experiencing improved visibility, traceability and speed in product development, making it possible to focus on the innovation and quality that distinguishes the brand.

“We have a one-click overview of the data – everything is there,” explains Ferdinand. “We don’t have to look for information saved in other systems. Everyone plays their part in updating the data, and everyone who needs it can access it, so we have fewer meetings and back-and-forth emails. We can track exactly what is happening at every stage of the development of a material or a style. Once it’s created in the system, it’s visible to all the users that will interact with it further down the road, which has helped to eliminate a silo mentality. We have connected some of our suppliers to the system so that they can make amendments too.”

“Centric is a process-driven system,” he continues. “As the seasonal timeline progresses, the system automatically provides us with a clear process to follow. Our timeline is quite steady and established, because we’re not a fast fashion company.

However, within that timeline, people are now working faster, meeting deadlines more easily and able to handle a greater workload. Because Centric PLM is so fast and easy to use, people are able to do a more thorough job, create more products and improve quality oversight. We’re a quality-driven, innovation-focused brand, so this is critical.”

MOLDING EACH OTHER FOR MUTUAL GROWTH

“We will continue growing together,” says Ferdinand. “Centric is molding the system around us, and we are molding around the system.”

“The project was very well thought through and professionally executed. Nothing was rushed. It’s been a great experience, and we’re looking forward to the next stage.”

RESULTS

- + One-click overview of all data
- + Eliminated silo mentality, improving visibility across teams
- + Users able to handle greater workloads and hit deadlines more easily
- + Improvements in quality oversight, critical for quality-driven brand
- + Fewer meetings, emails and delays waiting for information
- + Less stress day to day





ABOUT HELLY HANSEN

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its ski uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world.

Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit www.hellyhansen.com.

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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