



DAINESE SUCCESS STORY

**DAINESE REACHES APEX OF DESIGN & DEVELOPMENT
AFTER TEAMING UP WITH CENTRIC SOFTWARE®**

Product Development accelerated due to
streamlined certifications



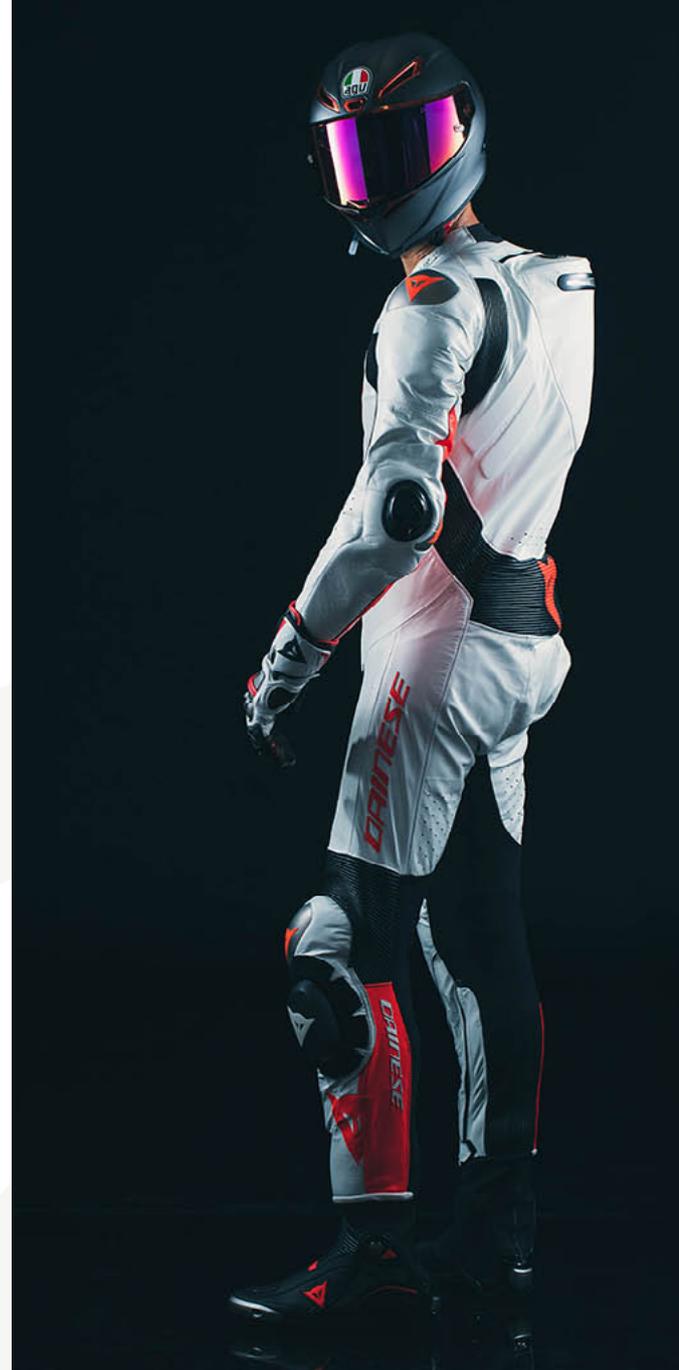
“Before PLM our processes were not digitized... teams were working offline in Excel where they tracked every aspect of product development, including homologation and certification. With 4 product categories and around 20 sub-categories, you can imagine how that was extremely complicated.”

Luca Menegardo, CIO at Dainese, reflects on how teams struggled to manage their complex product mix and monitor rigorous safety certifications all whilst honoring their Italian heritage prior to implementing Centric PLM.

Menegardo continues, “Dainese is built on 3 strategic pillars: technology and innovation, design and direct-to-consumer. The biggest challenge we face as a business is evolving whilst staying true to our values, our heritage, our DNA.”

Fast forward to today and teams collaborate effortlessly within one ‘single source of truth’, ensuring products continue to push the boundaries of innovation as well as adhering to worldwide safety standards.

So how did Dainese race ahead with their PLM implementation and ensure 25% of their staff were seamlessly managing thousands of product attributes after just 9 months?



ENABLING HUMAN POTENTIAL

Dainese was founded in 1972 by motorcycle enthusiast Lino Dainese, who went on to design the first technical motorcycle racing suit for the legendary racer Giacomo Agostini. The company's mission to 'enable human potential' has gone beyond motorsports to encompass safety gear and clothing for skiing, mountain biking, horse riding, sailing and even outer space with their gravity load simulation suit for the International Space Station (ISS). The proudly Italian brand also operates as an Original Equipment Manufacturer (OEM), manufacturing products for household names such as Ducati and BMW.

Owning 38 stores worldwide, Dainese recently doubled its turnover to total €250 million. This rapid company growth was one of their core motivations to modernize their product development processes with the help of Product Lifecycle Management (PLM).

TECH TO POWER OPTIMAL PRODUCT DEVELOPMENT

Before commencing their search for a PLM partner, Dainese spent time goal setting and preparing the expectations of its users and key stakeholders.

“We have an extremely complex challenge, with each of our products requiring different certifications. Our objective for the PLM project was to de-complexify this matrix and introduce a standardized approach. In terms of ways of working it represented a step change in what we do and was a gateway to optimal product development,” explains Menegardo.

With a product offering spanning garments, equipment, safety gear, electronics and more, Dainese found it impossible to manage the nuanced, extensive safety tests and certifications required to bring each product to market. Menegardo explains that development timelines vary dramatically; a jacket typically takes 12 – 18 months whereas a motorcycle helmet can take up to three years due to its sophisticated electronic components and the need to collaborate with a mechanical engineer.

“We cannot compromise on security - everything we do is certified. Firstly, the product must satisfy extreme technical and mechanical tests in our labs. Then you need to run a different homologation process to sell it in Italy or in Europe, to sell it in US, to sell it in Japan, to sell everywhere around the world,” elaborates Menegardo.

After many years of planning and following a surge in customer demand, Dainese knew PLM was essential for maintaining their reputation of producing beautifully crafted and highly technical garments, whilst boosting revenue and accelerating company growth.

CHALLENGES

- + Strict homologation and certification requirements
- + Highly complex products taking up to 3 years to develop
- + Teams working in offline Excel files
- + Barriers in cross-department collaboration and communication
- + Keeping pace with rapid company growth
- + Pairing Italian heritage with technology and innovation

“ CENTRIC PLM HAS DEFINED A COMMON WAY OF DOING THINGS. WE HAVE ONE REPOSITORY, WHERE ALL PRODUCT DATA SUCH AS NAMING CONVENTIONS, MILESTONES AND PROCESSES ARE STORED, AND WHICH EVERYONE – FROM SOURCING TO DESIGN TO QUALITY – HAS ACCESS TO. ”



ACHIEVING RECORD-HIGH USER ADOPTION

Roberto Conte, PLM Project Manager at Dainese, highlights the smooth deployment of the system, despite the number of stakeholders involved.

“Implementation took around 9 months (90% of that remote) and we now have 100+ users working on Centric PLM. From the start, we encouraged cross-departmental collaboration, starting from the commercial team, the product managers, product marketing, all the R&Ds (product development, pattern makers and the BOM department) through to sourcing, quality and the supply chain department.”

Dainese and Centric Software partnered with two system integrators, leveraging Centric’s Agile Deployment MethodologySM to streamline the process and shorten the project timeline. After just a few weeks of being live, Dainese had achieved their objectives for user adoption. “There’s approximately 400 people working in our Italian Head Office, so 25% of our staff there are actively working on the PLM. We put this down to its friendly and intuitive user interface,” adds Luca.

PLM FREES UP TIME FOR INNOVATION

“We moved from a situation in which everybody was exchanging outdated files through email, to everybody actively working on one single tool to develop a collection,” summarizes Menegardo. “Our teams can now focus on innovation and testing.”

Dainese can clearly see the stark contrast of working in the ‘old’ way vs. the new way thanks to Centric PLM. After a hugely successful implementation, Dainese is already reaping the benefits of effortless collaboration and communication between teams, driving a huge boost in efficiency.

Conte is blown away by the functionality of the system and its ability to handle complex data sets, "We are already managing more than 3,000 styles, 10,000 color variants and 9,000 materials within Centric PLM," he says.

Not only is the introduction of Centric's next-gen PLM platform impacting Dainese's day-to-day, but it is driving transformational change within the business.

"It has been fantastic in terms of change management and in terms of user adoption. Thanks to the smooth implementation we have been able to define a paradigm within the company on how to run a successful project. It's set the standard very high!" says Menegardo.

RESULTS

- + Unification of 4 core product categories and around 20 sub-categories
- + 25% of staff working in Centric PLM
- + 3,000 styles, 10,000 colorways and 9,000 materials managed in PLM
- + 90% remote implementation and impressive user adoption
- + Certifications streamlined, ensuring accuracy and boosting efficiency
- + Development time reduced, enabling teams to focus on innovation

A FOUNDATION FOR TOMORROW

The partnership between Centric and Dainese has been fruitful, but it doesn't end here – Menegardo sees potential to expand the scope and drive innovation even further. "We want to run with PLM, so it's not a matter of simply surviving, it's a matter of growing our business faster and faster and that's a foundation we want to build on today and tomorrow," he concludes.



ABOUT DAINESE (www.dainese.com)

Dainese is dedicated to producing the most effective safety solutions in every arena where athletes continually push the human body and mind to surpass their prior achievements. A pioneer in combining the highest safety and maximum ergonomics, their products offer solutions for motorcyclists, alpine skiing and mountain biking and their special projects range from competitive sailing to outer space gear.

In its 49 years of activity, Dainese has created a constant flow of rule-breaking, standard-defining innovation in the most diverse fields of human endeavor, inventing key safety concepts such as the back protector, racing sliders, aerodynamic humps, as well as the first ever wearable airbag for motorcyclists and skiers, a technology that the brand has mastered in over 30 years of wearable safety airbags leadership. Additional special projects range from the first performance suit for sailing and yacht racing that combines flotation, protection and communication functions in a single solution, to a gravity load simulation suit for the International Space Station.

Like all their innovations, they've been developed in close collaboration with their pioneering users, designed around their needs to fully support their achievements. Or – to put it another way – they are inspired by humans.

Humans which include legendary multiple world-championship-winners Valentino Rossi and Giacomo Agostini, America's Cup champions Emirates Team New Zealand, astronauts Andreas Mogensen and Thomas Pesquet, and all their riders and athletes worldwide.

ABOUT CENTRIC SOFTWARE (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor, consumer electronics and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Retail Planning is an innovative, cloud-native solution powered by Armonica Retail S.R.L., that delivers an end-to-end retail planning process designed to maximize retail business performance. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. 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, 2018 and 2021.



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