



# ChainReaction® Solutions

Customer Case Study

## *Web Solutions Increase Efficiency and Time to Market for Sourcing Operations*

*“When we saw ChainReaction, we knew we had found the value-for-money Buying Offices integration system we were looking for”*

Bruno Cocchi, CIO, GruppoCoin

### Overview

#### Customer Profile

Mestre (Venice) based retailer GruppoCoin is one of the largest retailers in Italy. They have over 375 very large format stores in Italy and have also started retail operations in the Middle East and other countries in Europe.

#### Business Situation

GruppoCoin wanted to standardize the way their buying offices in Asia and at the HQ worked, and streamline the operations across the different countries and cultures.

#### Solution

AXIND's ChainReaction® SOURCE.



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***“We have experienced the performance improvement of our office operation and benefited by the fully customized and integrated system environment”***

Franz Hilburger, Director OBS Hong Kong

### **Situation**

GruppoCoin is a market leader in Italy and in Europe with their large format stores all over Italy. Their brands Coin, Oviessa and Yovi are icons of the European Fashion and Lifestyle Industries. They deal in a wide variety of products from adult & children’s clothing to home furnishings, accessories and perfumes.

In the Fashion / Lifestyle world most production has moved out of Europe. GruppoCoin realized this change very early on and started a company called “Oriental Buying Services” (OBS) to handle their sourcing activities all over the world. Offices were opened in China, India, Bangladesh, Pakistan and Turkey. All sourcing activities and production and shipping coordination were handled from these offices.

The ways of working, procedures and operations in each of the offices is different, a lot to do with the cultures and ways of working there. The control and coordination of all the foreign offices and getting them to work in a standardized way posed quite a challenge. A further challenge was the integration of these offices with the central systems in Mestre, Italy in a seamless way.

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***“I have been running the India and Pakistan offices for many years. I finally have all the reports I need on my desk every week, thanks to ChainReaction”***

Daniele Piatto, Director, OBS India

#### **Process**

Turning to AXIND Software, GruppoCoin found a solution that could help it link their offices and manage their product sourcing.

After a detailed product selection process, GruppoCoin selected AXIND Software’s ChainReaction® SOURCE. As a pilot the Indian sourcing office, OBS India was chosen and the software was run for six months on AXIND Software’s US servers. At the successful conclusion of the pilot period, the software was installed at a data-center in Italy.

OBS India with around 30 users went live after the pilot period and various customizations were discussed and implemented along with a wide range of powerful reports.

A meeting was held in Delhi, India where participants were invited from Italy, Hong Kong and Bangladesh. The system and reports were demonstrated in detail to wide acclamation. Users in the other OBS offices were trained and the solution was gradually implemented in the other offices. Today, 200 users in different countries use the solution each and every day.



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*"It saves me a lot of time from previous excel reports creation by matching, copy and paste from different excel sheets; now the system can generate different reports I need, in Excel or PDF formats"*

Megan Wong, Merchandiser,  
OBS Hong Kong

ChainReaction® is integrated with GruppoCoin's legacy systems. Bidirectional data exchange occurs on-demand.

### **Solution – Graduating from Microsoft Excel**

Merchandisers in sourcing organizations typically are heavy Microsoft Excel users. This works for the individual but is opaque for the management as well as being very sensitive to information security and employee turnover.

The initial challenge was to get the users to switch to using a system, a big change from working in Excel. The users got enthusiastic when they realized the ease of collating, searching and reporting on all the information that they had entered. The management was immediately sold on the system the moment they saw the reports.

Earlier, merchandisers had to spend 1 to 2 days every week collating the information for emailing buyers and reporting to management. All this time was now free, as the required information was available at the click of a button.

ChainReaction®'s ability to get information into Excel quickly and easily still lets the merchandisers "play" with information in Excel as and when they want to.

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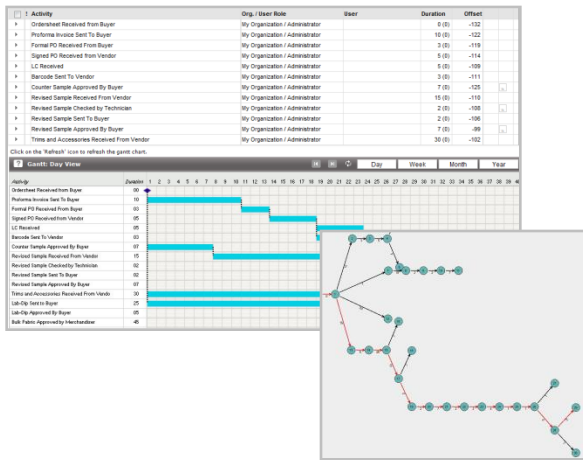


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#### Web Time & Action



ChainReaction® forms can be presented in multiple languages, including Chinese.

#### Solution – Process Management / Workflow

One of the biggest challenges in the sourcing of Fashion products is the complexity, i.e. the number of steps involved in the sourcing process. Compounding this challenge is that the average merchandiser has to handle multiple orders simultaneously, with the constant pressure of meeting delivery deadlines. A direct consequence of this is the fact that mistakes are made, things are forgotten and deliveries are delayed.

The design of the workflow / process templates was quite a challenge as the team wanted the activities and flow to be as similar as possible across the different offices. A good level of standardization was finally achieved, which makes it possible to compare operations across the offices.

With the Workflow in place, users know exactly what has to be done and when while getting reminders of activities coming due and running late. Management no longer has to ask and wait for reports, all information and status is visible and available at all times. The most valuable feature is that the information is available in “real-time” so that potential problems can now be pre-empted and late deliveries can be prevented.

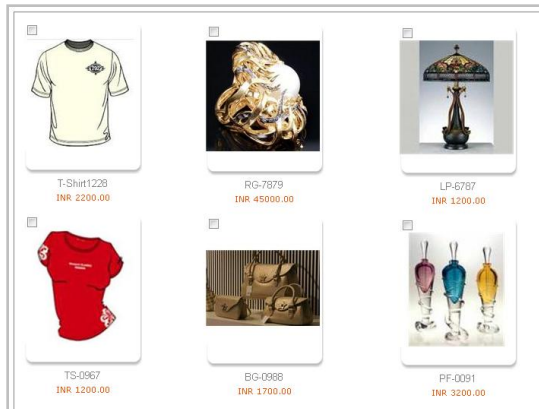


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### Web Catalogues



ChainReaction® online showrooms are an excellent way to share online information with buyers.

### Solution - Miscellaneous

#### Shipping Information

Accurate shipping information is critical for space and personnel planning in the GruppoCoin head-office. Before ChainReaction® the information had to be fed directly into GruppoCoin's central logistics system via a Citrix interface, a slow and cumbersome process. Now the quality of this information has significantly improved and all the shipment information is directly integrated into GruppoCoin's systems at the head-office.

#### Quality Controller Scheduling

Quality managers found it difficult to schedule their quality controllers visits to different vendor factories across multiple orders. AXIND created a special "planning board" interface with "drag-drop" functionality to enable easy scheduling.

#### COSI Hong Kong

GruppoCoin has recently started a new line of business (COSI), taking orders from companies outside the group. There was no requirement for any new software, the existing system was flexible to accommodate this business model.



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#### For More Information

For more information about AXIND Software's ChainReaction® products and services, call +91 (124) 4278463, 64 or visit the Web site at:  
[www.axind.com](http://www.axind.com)

For more information about GruppoCoin SpA visit the Web site at:  
[www.gruppocoin.com](http://www.gruppocoin.com)

#### Software and Technologies

- Microsoft Windows Server System
- Microsoft Windows Server 2003
- Microsoft SQL-Server 2005
- Microsoft .NET Framework
- Microsoft ASP.NET
- Web services

#### Hardware

- Intel-based servers

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