

Turkey's Leading Retailer Boyner Group Chooses Dassault Systèmes' "My Collection" Industry Solution Experience to Develop its Multi-Category Fashion Collections

3DEXPERIENCE Platform Brings Powerful Product Innovation, Design Management and Enterprise Collaboration Capabilities

VELIZY-VILLACOUBLAY, France and NEW YORK - January 18, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [Boyner Group](#), the leading retail company in Turkey, is using the "[My Collection](#)" industry solution experience to streamline the design and development of its multi-category fashion retail collections. Based on the 3DEXPERIENCE platform, "My Collection" provides Boyner Group with a collaborative digital solution that accelerates time to market, allowing its teams to dedicate more time toward creative planning.

Boyner Group's eight group companies, 28 brands and 500 stores serve 15 million customers in Turkey and select international markets with products known for style, elegance and creativity. Following a concentrated effort to improve operational efficiency in 2014, the group decided to invest in state-of-the-art technologies to better satisfy customers, specifically capabilities to manage the development of apparel, accessories, bags, footwear and other product categories for three of its companies: Aymarka, Beymen and Boyner Retail.

Dassault Systèmes' "My Collection" industry solution experience provides Boyner Group with a single and unified digital environment that connects internal and external stakeholders, integrates their supply chain, and improves visibility, flexibility and decision support for multiple and diverse product categories. Teams collaborate on a single platform, spending less time on chasing and duplicating data and more time on developing and sourcing items. With "My Collection," Boyner Group can mitigate the risk of incorrect samples, additional costs and production errors or delays, to accelerate time to market of products that meet consumer demand.

"We needed a digital platform to manage collections among our iconic and expanding product lines and one that could be fully integrated with our existing ERP system," said Ozan Akkaya, Information Technologies Coordinator, Boyner Group. "We chose Dassault Systèmes and its 'My Collection' industry solution experience for its powerful fashion development, design management and enterprise collaboration capabilities. Other factors in our decision were Dassault Systèmes' position as a strong, knowledgeable technology solution partner to many successful international brands and the expertise of its local team."

“Boyner Group faces many of the same challenges affecting other major retailers across the globe: developing products consumers love while improving global efficiencies and speed to market,” said Susan Olivier, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. “Our 3DEXPERIENCE platform offers a new approach to collaborative innovation for on-trend and on-time collections.”

For more information on Dassault Systèmes’ industry solution experiences for Consumer Goods & Retail, visit: <http://www.3ds.com/industries/consumer-goods-retail/>

Dassault Systèmes is exhibiting this week at the NRF BIG Show in New York, booth #1877.

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About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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