

**+ 27.**

**NEW CUSTOMERS OF RFA PLM, INCLUDING:**  
GUESS, MADURA (Aditya Birla Fashion & Retail), New Balance

**74.**

**OVERALL NUMBER OF ACTIVE CUSTOMERS**  
of PLM within the RFA industry, excluding customers cited as new in 2016/17

**N/A.**

**NUMBER OF RESOURCES SPECIFICALLY ENGAGED IN R&D**

**37,000.**

**TOTAL NUMBER OF INTERNAL USERS WORLDWIDE**

**11,000.**

**TOTAL NUMBER OF EXTERNAL USERS WORLDWIDE**

## REVENUE & INVESTMENT INFORMATION

Licensing revenue:

**\$8-10 million**

All maintenance revenue:

**\$8-10 million**

Implementation & services revenue:

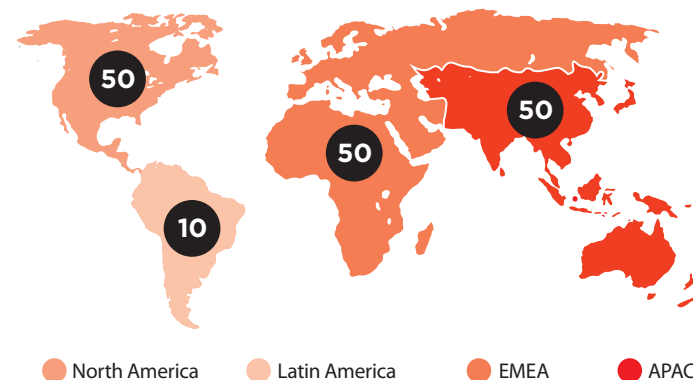
**\$5-7 million**

R&D investment:

**N/A**

## TOTAL NUMBER OF RESOURCES FOCUSED ON THE RFA INDUSTRY BY REGION:

(Excluding those cited as R&D-specific resources above.)



**Tell us what you feel has changed and / or advanced in your product offering this year to differentiate your company from others in the rfa plm market.**

Dassault Systèmes continues to invest and enhance our world-class consumer goods PLM solution, My Collection. Built on the 3DEXperience Platform and ENOVIA, it's the leading, most scalable PLM solution. Built-in flexibility adapts to different business processes instead of forcing our customers to learn new ways of working.

Within My Collection, Visual Assortment Planning enables users to create and refine product assortments in highly visual and intuitive ways using lightweight 3D models, generated even from Adobe sketches. Teams can manage multiple options for increasingly diverse portfolios, based on user-defined classifications (Channels, Regions, Store Cluster, Brand) to address the omnichannel, consumer-driven marketplace. Buyers, planners, merchants can collaborate, review and finalize collections earlier in the product development lifecycle. Assortments can be optimized based on visuals plus business metrics – margin, color/material distribution or other KPIs – for informed business decisions.

Embedded within the 3DEXperience Platform, Social Ideation is another intuitive way of improving innovation processes. DS brings logic to unstructured as well as structured data revealing market insights and accelerating decision making. Working within design communities, users can collect, share, and discuss ideas, which can be managed through the ideation funnel to curate design concepts and ultimately promote them to design projects inside PLM.

**Tell us what you believe are the most important trends shaping the near-term future of the industry – either in terms of technology or broader market forces.**

With e-commerce expanding, and the "Amazon effect" changing the dynamics of physical retail, an omni-channel mindset is critical to a cohesive consumer experience. Online, retailers are challenged to increase customer interaction in a 'natural' way. In-store they are challenged to offer the full breadth of assortment 'anywhere/any time'. How to blend the experience in a way that's meaningful for consumers? How to market to individual consumer preferences across channels? How to recognise different behaviours to adopt messages/incentives and increase conversion? How to accurately predict demand and optimize logistics? How to use market insights to develop winning products?

Technological advances in cognitive computing are delivering analytics that help businesses align supply and demand, scale personal service and design better products. By analysing large amounts of data — like the browsing and shopping history of a fashion brand's online customers, as well as those of its competitors — data patterns can guide a retailer towards products more likely to be purchased, delivery drops based on more accurate projections of demand, and product adjacencies at retail and online to maximize sales.

With the 3DEXperience Platform DASSAULT SYSTEMES provides digital continuity from concept to consumer and evolving analytics to shorten market cycles and increase success rates.

**IF WE**

**want exclusive style, can our home become a fashion house?**

The 3D virtual shopping experience – a dream our software could bring to life.

Innovative thinkers everywhere use **INDUSTRY SOLUTION EXPERIENCES** from Dassault Systèmes to explore the true impact of their ideas. Insights from the 3D virtual world are unlocking new shopping experiences that bring consumers and designers closer together. How long before the living room and the fitting room become one?



**3DEXPERIENCE**

It takes a special kind of compass to understand the present and navigate the future.

Our partner: Julien Fournié

[3DS.COM/CONSUMER-GOODS](http://3DS.COM/CONSUMER-GOODS)





# Game-Changer: One Company's Journey through Digital Transformation

**T**he Fashion industry is at a crossroads in the new digital era. While many brands have embraced the world of digital commerce and online retail, few have explored the benefits of the other half of digital transformation; digital creation, and the value of data and intelligence in modern ideation. From concept to consumer; technologies such as 3D design, collaboration-based PLM, 3D visual merchandising, and seamless data-driven analytics are increasingly critical for fashion brands, and increasingly more intuitive. Leading companies are adopting a broader view of digital transformation – from digital creation to all-channel consumer experiences. These fashion leaders can leverage real and relevant consumer insights earlier in the process creating an ecosystem that goes from consumer to concept to consumer again; establishing a critical feedback loop between the brand and their potential consumers to provide the most relevant, consumer-focused products possible.

There are few technology and solution providers who have the process, tools, and expertise to create comprehensive digital solutions for today's fast moving fashion brands. Dassault Systèmes has created the 3DEXPERIENCE platform to make it easier for forward-thinking companies to take advantage of the entire range of possibilities

and ensure success. But what does this look like? Let's follow the story of Nicolai and Olivia, who work at the fashion company Milarose, as they launch their campaign to create a new, organic capsule collection:

Nicolai and Olivia have a problem. They've spent the day exploring Tokyo hoping to gather inspiration for their spring collection. The day hasn't gone well, and while the sushi at dinner was delightful, they're worried. Last year's collection was a disappointment and ended up suffering poor sales and high markdowns. Consumers didn't respond well to the colors and silhouettes in the collection; while the retail team reported a general lack of attraction in-store. Nicolai, the designer for the line, confides that he feels as if there is barrier between him and his target consumer. Olivia, the merchandiser for the collection, admits she has a hard time connecting Nicolai's vision for the line with the reality of the retail space. She also feels that there wasn't a line of sight between the marketing story at point of sale and the social media campaign.

Furthermore, both Nicolai and Olivia are tired of the old way of doing things. Nicolai struggles to accurately predict what his consumers want and to communicate his ideas to both the factory and the merchandising team. Olivia has tried numerous ways to visualize the retail assortment

options and link them to financial data. The old methods of using paper sketch cutouts or physical product simply don't provide enough flexibility, connectivity to the analytics, or the ability to create a compelling consumer experience. They are both frustrated, and are no closer to creating a unique and compelling capsule collection they can be proud of.

Arriving back at home office, they discover that Milarose has decided to invest in the 3DEXPERIENCE platform for collaborative innovation from Dassault Systèmes that some of the teams evaluated recently. The CEO explains that Milarose is embarking on a digital transformation to connect concept to consumer. The first step is providing a virtual space where teams can create a community to exchange stories, pictures, concepts, articles, and inspiration using both structured and unstructured data. The new solution can also capture 'voice of the customer' from multiple sources and automatically generate intelligent and actionable dashboards. The teams will be able to curate their ideas and develop different product and collection options. And ultimately they can establish a clear and shared vision for the line that involves everyone; design, merchandising, product development, sourcing, sales, and marketing and even consumer insights.

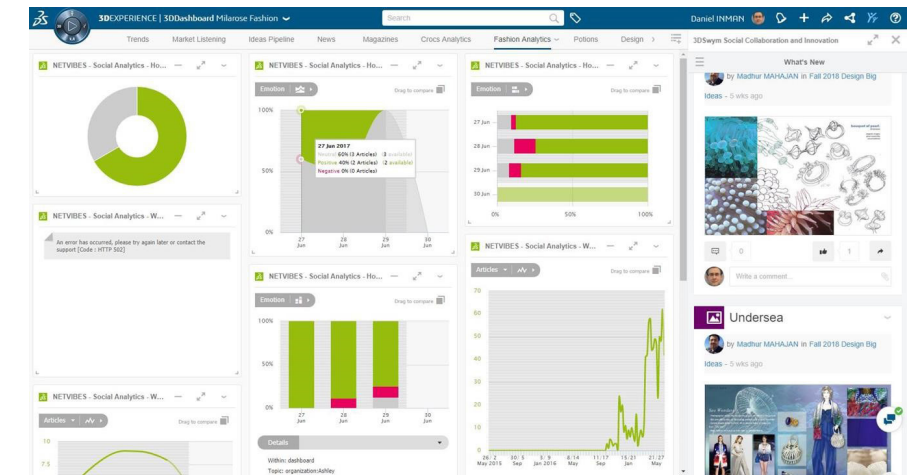
Nicolai and Olivia also discover that their team will be the first to pilot this new technology for the company. They're excited, but also a bit apprehensive. Nicolai, especially, isn't used to working with technology, but they both agree they're eager to take a look at a new way of doing things if it means better product.

The next day, they are introduced to the new workflow; they'll be creating a collaboration space within a social media app for business teams that will have two connected sections; one for the collection, led by Nicolai, and another focused on the merchandising and store layout, led by Olivia. The two sections will work together to produce a consistent brand message, from concept to consumer. They eagerly gather their teams, taking the inspiration they collected in Tokyo, generating ideas, and posting content. The experience seems familiar; much like other social media apps everyone uses in their daily lives. They can also consolidate vast amounts of undifferentiated data from multiple news feeds, favorite websites, and consumer blogs into logical and intelligent views to see what's trending. The two teams work collaboratively and separately; sharing street video, photos of sample product, sections of blog posts, and concept sketches. They can "like" good ideas and comment with their opinions.

Once the teams identify their best innovations, they send it to their social insights team who uses consumer groups, Instagram, and a preview on the Milarose mobile site to gather actual consumer feedback using social media as the 'new runway'. Using the 3DEXPERIENCE platform and related solutions, they monitor the internet for keywords from the Milarose preview site and similar products in the marketplace across all relevant sites. Intelligent information is easily visible to the design and merchandising teams through an analytics dashboard that uses algorithms to track the keywords and even automates custom actions and alerts based on different triggers to support and shape decision-making.

Rather than trying to predict what his customers will respond to, the insights they gather are incredibly helpful to Nicolai and fall into the following areas:

- Milarose has a long, authentic fashion heritage and consumers like the fact that the company can blend edgy design with traditional, signature pieces across apparel, footwear, and accessories.



- The brand's followers like how Milarose leads fashion while the analytics show negative comments when they release product that look too much like the competition.
- Consumers responded very well to some of the items that were inspired by Nicolai and Olivia's trip to Japan; especially Nicolai's jewelry concepts. Since the data showed a negative reaction to the new handbag shapes, Nikolai thinks they may be too advanced and sets them aside to be considered for another season

The best product ideas are moved forward into the collection and details enriched for commercialization. Meanwhile all the associated data, including the history and actions taken, is maintained either with the active products or even those archived for later.

Rather than waiting for physical samples, Olivia begins building a 3D virtual mock-up of her retail space. As Nicolai and his team finish a design (early product photo, 3D model for the jewelry or even 2D sketches for apparel), it can immediately be updated within the virtual environment which provides rich information in context. Here the team can model options and make decisions about placement, color options, pricing, and quantities; all from an intuitive visual interface. Information pulled from product attributes can be viewed adjacent to the visual options as interactive dashboards to refine price points, tune color and material penetration, or manage supply chain risk by country and vendor. By retaining all essential design and development activities in a single digital space, Milarose is able to quickly and easily use its digital assets for a range of different purposes that would normally be held behind a bottleneck until physical prototypes arrived.

Olivia and Nikolai need to present their proposed assortment for the new, organic capsule collection at final line review. Not all the physical samples have arrived on time so the team uses the virtual mock-up of their full proposal. Olivia can also super-impose sales and margins projections for the collection based on consumer preference data. The value of working digitally means the team can make decisions which are both visually satisfying and data-driven.

The product director is thrilled. The collection is tight; with a clear visual message, broad emotional appeal, and carefully considered financial data they've never been able to consolidate this way before.

Olivia and Nicolai are celebrating. Their collection launched to immense critical acclaim and, even better, immense sales. Nicolai's Twitter feed has been blowing up with comments from admiring fans who are already giving him feedback for his next products. With the analytics currently being captured from both social media and sales, they're confident that next season's collection will be even better.

By creating a seamless flow of digital information starting with the consumer and continuously being enriched through design, product development, and out to the consumer at retail, has made both their products and the entire company—Milarose—more effective in the marketplace.

At the same time as launching their successful organic capsule collection, they've also successfully proven the benefits of digital transformation and the value of intelligent information in modern collaboration to support planning, simulation, insight and optimization.