



SCHIESSER

Case Study

Challenge

There was a need for a solution that would enable the user to enter orders quickly and efficiently. An established tool that quickly and securely provides up-to-date information for mobile order entry worldwide. A visually high-quality presentation with optimal order bundling. Integrated into a platform that is transparent, clear and self-explanatory.

Solution

The sales force reaches its goal quickly and easily when entering orders: MobiMedia offers high-quality visual support for daily work worldwide. Extensive information on articles, customers, orders, delivery dates, etc. is easily available at the push of a button. Integrated into a self-explanatory, user-friendly tool whose learning times are extremely fast.

Flexibility in Times of Change

The Coronavirus Pandemic as an Opportunity for Further Digitalisation: The coronavirus pandemic presents manufacturers and retailers with new challenges and great uncertainty. All processes in the chain are involved, including pre-order planning. Would buyers still come to the showroom? How will consumer behaviour evolve? How will pre-order quotes and demand be affected in the long run?

This called for a change of approach. Many events have relocated to the digital world. And the discourse is more emotional than usual. During the months in which business largely came to a standstill, many companies had time to scrutinize their business model and dedicate themselves to certain issues. For many, coronavirus became a driver of digitalisation. New virtual sales processes, digital meetings and training sessions work better than expected.

There was a clear prevailing opinion among everyone we spoke to:

- show your strengths and be visible
- carefully review product lines
- introduce customers to digital options and create specific collections. Presumably due to working from home: the focus is now on casual - there is an emphasis on comfort, relaxed silhouettes and lounge and leisure-inspired styles. Many of our clients have confirmed this.

We spoke with Engelbert Fleischmann, Vice President IT & Digitalization at SCHIESSER AG in Radolfzell about coronavirus as a driver of digitalisation and how MobiMedia tools can support this.



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Webinars with online fashion shows on a virtual platform and video conferences with individual client meetings - the innovative platform's new approach to technology has demonstrated its practical benefits in recent weeks. On top of this, there are cost advantages and faster processes.

How would you evaluate the progression of your project with MobiMedia?

"Due to the restrictions on business trips and client visits, we were looking for a solution that allowed us to adequately reach our retail partners. Furthermore, printed catalogues are not sustainable. It naturally takes time to design the system landscape so that all tools work well together and users are offered genuine added-value - and this, in turn, is very helpful when it comes to convincing them of the necessity of digital change.

How long did it take senders to get rid of their printed catalogues? After the initial outcry, everything worked out very well. Catalogues in cooperation with retail partners means providing printed sales literature for the new collection.

We had already been thinking about digitalizing the printed catalogues before 2020. The pandemic made the final decision for us in terms of the urgency of this project. We also didn't know when things would be "normal" again. We had no idea when the coronavirus lockdown would end.

These were the additional drivers at the start of last year.

We then had to establish the preconditions for implementation, such as system integration, etc. At the same time, we were getting signals from various manufacturers that they were pushing ahead with digitalisation - at MobiMedia too, you had made Quintet into a portal with Quintet24, as well as offering and expanding workbooks."



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What encouraged you in your decision?

"We were already using plenty of MobiMedia solutions, including pre-order and re-order entry. An ideal basis. And the necessary interfaces were already available.

The tool was still brand new at that point - and it was still early days with our digital strategy. Of course, in the first four or five weeks, this required coordination and a belief that it would be an integrated environment.

With the first digital sales campaigns for our people, we were entering new territory. Up until this point, sales staff in the field had been travelling to the Schiesser head office in Radolfzell twice a year for collection handover meetings which lasted several days.

The pandemic meant we were no longer able to do this and it also made no sense. Besides factual information on the new products, sales strategy, etc., there was also another point to consider: conveying an important emotional experience for the collection and brand, setting the mood for the new sales campaigns.

We built a catalogue on Quintet24 and then presented this in real time and streamed it for our registered users.

In various languages, of course.
This was very well received by everyone."

What kind of feedback have you had from sales about the new work? Are they satisfied?

"We are always making adjustments in terms of optimisation.

But the biggest challenge at the moment is convincing our customers to purchase digitally.

At the same time, we are reducing our sample collections. This allows us to save money and resources.

All in all, it will still take a little getting used to, which is completely normal for extensive projects like this.

Irrespective of the pandemic, we will continue to follow this path at Schiesser in future. Many of the purchasers at our retail partners are already very digital minded."

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What kind of feedback have you had from retailers about the digital range?

"It's a question of trust. If it's a good brand that stands for quality and reliability, I can buy it blind online. This has once again proven to be true in our case: we have achieved our sales goals in recent months. Coronavirus means that retailers also have this mindset now. Without coronavirus, it would have taken much longer.

The trust in our brand is a bonus. For our new products, there will always need to be a sample to touch. The same applies for innovations - with new shapes, cuts, materials, etc. things will not only be digital. There will be a balance here so that customers can understand the fabric qualities, among other things"



What are the next milestones with MobiMedia?

"The Quintet24 workbooks also exist in Quintet. We are now going to present our shows in Quintet24 and the sales staff prepare the offer for the clients in Quintet at the same time.

We are adjusting our sales processes to provide the best results for everyone.

When it comes to digitalisation in the clothing industry, there are some very big differences.

We have already digitalised and integrated a lot - even before the coronavirus pandemic. When we do something, we do it properly."



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What means that in detail?

"We have a very good partnership with the team at MobiMedia, especially when it comes to the speed at which we implemented the project.

We have great trust there, but we also set high standards. It all has to come together; you need a sensible structure where all digital processes operate in an integrated way.

Digitalisation must have genuine added-value.

What we're now doing more and more - and this also speaks for Quintet itself - our retail team is processing our orders directly in Quintet. This type of order entry is quicker and requires fewer resources than data entry into the ERP.

And our key accounts team also use Quintet for customer-related forecasts. We're far from finished and still have other ideas that we want to implement together with MobiMedia.

I'll just say: intelligent customer forecasts alongside normal forecast planning. We want to provide our sales team with a very intelligent tool. We have a few things on the agenda with the MobiMedia team in 2022."

SCHIESSER AG

The company was founded in 1875 in Radolfzell by the 27-year-old Swiss manufacturer Jacques Schiesser.

In 2012, Schiesser was acquired by the global underwear and hosiery group Delta Galil Industries based in Tel Aviv. The firm recently recorded a turnover of 1.5 billion dollars (1.33 billion euros).

The Schiesser group employs approximately 2000 people worldwide, around 450 of them at its head office in Radolfzell.

Schiesser has a total of 4000 products in its collections each year. Besides day and nightwear for ladies, men and children, this includes swimwear, sportswear, bed linen, terrycloth products and socks.

