

# Desigual sets up B2B channel for multibrand stores and sales representatives

**Capgemini is collaborating with one of the fashion industry leaders in developing and implementing a new relationship channel between the headquarters and its sales network worldwide**

## The Situation

Having been in business for only 26 years, Desigual is currently one of the fashion industry's leaders. This multinational firm, headquartered in Barcelona, has over 200 brand stores plus also 7,000 multibrand points of sale and 1,700 corners in department stores, employing over 2,000 people worldwide.

Desigual has undergone non-stop growth since its foundation, having managed to double its forecasted growth over the past few years despite the difficult worldwide economic situation. To do so, it has converted its primary wholesale business into a retail channel, while also embarking upon a major internationalization process. The company now considers Europe its local market.

The fast growth of its stores network – both self-owned and franchised or multibrand – raised the need for developing proximity with the sales network in a way that would be both agile and transparent for final consumers.

To boost this new business model, the management decided to provide the sales force with a tool which would enable it to manage the information necessary to better support decision-making, as well as to optimize the sales transactions with the headquarters office.

## The Solution

This project started out with an analysis of the relationship processes between Desigual and its sales force, which

“Capgemini's experience has enabled us to develop an attractive and efficient channel for collaborating with our sales network within a very short time frame.”

Desigual

**Desigual**



used to be supported by a customized solution based on now outdated technology lacking functional coverage. Once the processes of the future model had been designed, Desigual and Capgemini decided to use the online market leader suite ATG as a framework.

The solution was designed to initially provide service for the sales representatives, and was then progressively expanded to multibrand clients. The scope covers the relationship processes between Desigual and its sales force: placing initial and fulfillment orders, real-time stock queries, and customer master data management, all integrated into the legacy management system.

One of the greatest advantages of this solution, which is a key asset for the return on investment, was gradually replacing the collections information, previously sent out to the sales representatives in hard copy format every six months, with a new virtual catalog and showroom. For this purpose, an innovative RIA (Rich Internet Application) technology was used, facilitating user experience in surfing through the catalog and minimizing the training required. One aspect worthy of special note is that this was the first time RIA-based front-end and ATG-based back-office had been integrated with one another in the Spanish market.

### The Result

Once the chosen solution had been defined, solution building and customization started and extended over no more than five months, reaching the milestone of being up and running prior to autumn–winter season.

This solution has been designed as an extension and expression of the brand and has met with great acceptance in the sales network. It is currently the unique channel for supplying the multibrand stores.

### How Desigual and Capgemini Worked Together

The project was structured into two blocks to which specialized teams were assigned to respectively undertake building the front-end and back-office.

In the starting stage, Capgemini and Desigual worked together designing the concept and user experience of the new web, while Desigual retained the creative design. It was thus possible to design the new environment within a very short time frame by combining Desigual's creative standards with the best practices in web usability, based on Capgemini's experience in similar projects.

The virtual showroom design incorporated the following principles:

- Design yourself: easy buying.
- Try it: see the clothes just like you were in the store.

- Emotion: "experience for yourself" the excitement of a fashion show, of the creative proposals.

In the second stage, the functionalities providing support for the transactional processes were built. This phase was carried out by a team of Capgemini architects and functional consultants, experts in the ATG solution. The technical design made it possible to adapt the solution to the type of processes designed without needing any further developments, and facilitating the introduction of new functionalities in the future.

The Desigual online channel has become the operating support for this retailer's multibrand network major development worldwide.



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Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 35 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs over 100,000 people worldwide.

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### In collaboration with **Desigual®**

Founded in 1984, Desigual is currently one of the leading Spanish fashion retailers. International development and innovation are two main drivers for growth, as the company acts as a truly global firm based on a multichannel distribution model.

Today Desigual has over 200 brand stores, 7,000 multibrand stores and 1,700 corners and shop-in-shops in over 72 different countries. Since now 26 years, Desigual exudes positivism, commitment, tolerance, continuous improvement, innovation and fun. Because, as their first slogan claimed, Desigual is not the same.