



Lacoste Concept: C.Pillet and P.Rubin



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Vainqueur Forest Hill 1927

TENNACITY ON THE COURT, AND IN STORES

The Challenge – Implement a POS Solution that will give you visibility of over 100 stores located across North America

The Solution – Cegid PGI.

The Lacoste Crocodile is among the most recognized brands in the world. The high end sportswear manufacturer and symbol of quality and excellence has been around since 1933, and is currently distributed in over 110 countries. The values of its founder, tennis legend Rene Lacoste, are still reflected in the company's operations.

Devanlay SA, owns the rights for the manufacturing and distribution of Lacoste apparel globally through a combination of wholly owned subsidiaries, licensing agreements and joint ventures. As the entire Devanlay organization has grown, so too has its need to gain visibility into all aspects of its processes. Most notably, for the retail division, a special interest has been placed on Point of Sale information from its company stores that are located in many countries including France; Switzerland; Germany; Austria; UK; Canada and the United States.

One of the largest and fastest growing segments for Lacoste apparel is in the United States (Devanlay US Inc.), where the business has seen enormous growth over the past 5 years. Lacoste's cross channel distribution includes a network of 70 company owned stores, consisting of 57 boutiques and 13 outlets (estimated by the end of 2007). The US entity is looking to grow to over 100 stores in the next 3 years (estimated).

In 2002, the company had 13 stores running an antiquated DOS based point of sales system. The need was apparent for new software that could not only meet the company's current needs, but that was scalable to match Lacoste growth plans in the US. Cegid PGI had been implemented throughout France and Switzerland, and the US was the next entity to release throughout its retail division.

Cegid partnered with the internal IT division of Devanlay to create a implementation and support team. The most notable fact concerning the transition to the new POS is that a store was up and running within 2 days including the technical implementation and personnel training. All US stores were implemented without closing its doors for a single minute during normal business hours, and overall business did not feel any impact due to the transition. This was one of the key success factors for the national rollout of the software.

Efficiencies produced by the new system were apparent since day one. Utilizing new peripherals such as touch screens, thermal printers and electronic signature capture terminals, transactions were faster, smoother and more customers friendly. Waiting times at the cash register were reduced. From a visibility standpoint, stores were able to view their back stock quickly and efficiently using the inventory lookup features of PGI. More importantly, when trying to satisfy customers, stores were able to view inventory from other Lacoste stores as well. Using the store to store transfer capabilities of the software, it made the execution and monitoring of inventory flows transparent to corporate.

One of the major advantages for Devanlay was that Cegid Orli (wholesale system) and Cegid PGI had similar mapping systems allowing for less manipulation of data when shipping to our stores. It also made the receiving process easier for stores as ASNs from Orli automatically converted to delivery documents in PGI. Another important feature that allowed Devanlay US Inc. to reduce the time to market for store replenishment, as this system is automated in PGI. Manual orders in the DOS based system were replaced by simple monitoring and tweaking of Min / Max levels for stores, PGI does the rest. Another advantage was the carryover of the style master, including UPC information from Orli into PGI. This created time savings and elimination of errors when mapping data between two separate systems.

Back at the store level, the real time sales flash reporting allows management and associates to know where they stand vs. plan at a touch of a button. Associate productivity can be monitored in a variety of methods, down to minute line items. CRM is made seamless by PGI easy to use customer database. Coupled with its loyalty program component, it turns into an excellent clientele tool.

As we look to the future, tests are being run on PGI Web access. A real time interface, that will allow for up to the second information to be shared between stores and up to the corporate office.

The retail sector is very competitive, and only the organizations with effective operations can meet the ever-changing client demand. For Lacoste to be effective, it chose CEGID as its technology partner, and the results speak for themselves.

Yonni Mrejen
Director of Retail Operations
Lacoste USA (Devanlay US Inc)

Created in 1983, the **Cegid Group** is the leading French developer of management software. The recent acquisition of CCMX once again makes the group a major European player with more than 2,000 employees, \$300 million in pro forma annual sales, and more than 80,000 client sites.

Cegid offers information-system management solutions designed for every field and business size:

- Products designed for CPAs and small businesses, developed around the CCMX, Quadratus and Cegid labels
- A modular and integrated solution for medium-sized companies, the Cegid Business ERP, covers all functional needs (accounting-finance, human resources, sales management, and production management) and is particularly suited to SMEs and corporate affiliates. The Cegid Business line of software integrates a company's operations and administration along with a customized portal view for each user.
- Vertical solutions: fashion, retail, industrial manufacturing, construction, hotel-restaurant, sanitation, and more.
- Leading solutions for corporations and corporate groups for human resources with the HR Place product, CPM (Corporate Performance Management) with Fcrs, Etafi Conso, and Open Executive, and applications concerning taxes (Etafi and Profin).

The Cegid product line is offered in insourcing mode (software installed at the customer site), outsourcing mode (application hosted by Cegid Sourcing), or ASP mode (a rental mode now adopted by more than 2,000 of the group's VSB and SME customers).

Cegid has international installations, with offices in New York, Madrid, China and distribution agreements in Italy, Germany, and Switzerland.