

Case Study

Company

LERROS Moden GmbH

Market

Fashion

The Task

Fast access from any application to all important product data.

Solution

Babylon -Enterprise as a central information source in which the entire product inventory, with pictures, can be easily accessed by mouse click

Benefits

- Time saving in work processes, since time-consuming search in other databases can be dispensed with.
- Employees are always "up to date" and receive an overview of new product data.

"I can recommend Babylon Enterprise to other companies without hesitation" is Niedergesaess' bottom line. "In particular to the retail trade, wherever sales take place, the product is a valuable aid." Basically, he adds, the type or size of a company is not important, since – in terms of flexibility – Babylon is easy to integrate and becomes a valuable tool for every user.

Frank Niedergesaess
IT Manager

LERROS

LERROS Moden uses Babylon-Enterprise as a central information source

Founded in 1983, LERROS is currently one of the most successful fashion system providers in Europe, with approx. 1,200 floor space partners. Headquartered in Germany, LERROS is part of Pearl Global group, a multinational, ready-to-wear apparel company with a total turnover of 350 million USD. With 120 employees, LERROS has achieved a turnover of close to 100 million Euros in 2007 and has developed into one of the leading companies in the German fashion landscape.



Lerros Company Building (Photo: Lerros)

LERROS presents its collections in over 1,000 sales outlets, and the increasingly popular brand is sold almost all around Europe. Recently, the company deployed Babylon-Enterprise as the central information source for its employees, a step that has boosted efficiency enormously. Now, staff can access the entire, up-to-date product inventory, including photos, with a **single click of the mouse**, providing enormous time saving. This is especially important as new LERROS collections come into the market every month. Key functions, like one-click translation and company telephone/email links have since been added, and LERROS' IT manager Frank Niedergesaess says more are in the pipeline.

It didn't take long for the Company's IT personnel to realize that in this field, Babylon-Enterprise had no competitors.

Niedergesaess says that the Company's high expectations of Babylon-Enterprise use were fully justified. "Our aim was at long last to be able to quickly access all our product data from any application". The ultimate vision was to have a reference work for LERROS with all product data, which employees could access with a click – irrespective of what else they did on the work station. Niedergesaess concludes: "as a last resort there was no other way of achieving this. We deliberately made another check, but as far as I am concerned there are no alternatives to Babylon-Enterprise."

It's not just the collections that are "up to date" – but also the employees

The use of Babylon-Enterprise at LERROS goes far beyond, he declares. "Of particular importance to us are our own glossaries. These enable us to access our product core from anywhere. Each employee thereby has all important product data in front of him like product catalog numbers, colors, sizes, prices and sales countries. "This dispenses with the need for time-consuming research in other databases, just taking take a quick look to see whether a shirt is available in other colours, or in what sizes the jacket can be ordered – with Babylon-Enterprise this takes only seconds."

LERROS works with an IBM AS/400 running a DB2 database which automatically feeds product features into Babylon-Enterprise. However, Babylon-Enterprise also accesses other sources on the server in order to supplement and merge the data sets "What's special about Babylon-Enterprise is that the solution can integrate photos", notes Niedergesaess. This puts paid to a situation in which, for example, the latest women's blouses were accessible only in the form of abstract numbers and facts. Today, any employee seeking information about a certain product



Product data by mouse click– display of results from Babylon-Enterprise

automatically receives all relevant details including a picture "For a fashion firm, in which in the last resort everything depends on the visual, - the "look", colors and forms, this is exceedingly useful".

Babylon-Enterprise is now "indispensable"

"I've heard only positive feedback and in the exceptional case, where something doesn't function smoothly, we immediately get many concerned enquiries. I see this as a sign that no one wants to do without Babylon-Enterprise anymore. As the main reason for the installation's success Niedergesaess names time saving in the work processes, which Babylon-Enterprise brings about via its one-click technology. Meanwhile, apart from staff at the head office, colleagues in domestic and foreign marketing are also profiting; within a short time, Babylon-Enterprise has become an indispensable part of day to day work at LERROS.

The potential is not yet fully exhausted

In light of these positive experiences, LERROS is considering using Babylon-Enterprise for additional functions. Niedergesaess says that: "What we want to tackle next is the integration of our telephone list. Up to now it was only accessible to locate other employees via the Intranet. When integrated into Babylon-Enterprise, the telephone numbers and email addresses would then be available with one click, eliminating the lengthy search for updated contact data" added Niedergesaess.

"I can recommend Babylon-Enterprise to other companies without hesitation" is Niedergesaess' bottom line. "In particular to the retail trade, wherever sales take place, the tool is a valuable aid. Basically", he adds, "the type or size of a company is not important, since – in terms of flexibility – Babylon-Enterprise is easy to integrate and becomes a valuable tool for every user".

LERROS Moden provides a good example of how small and medium sized companies, as well, can make their entire company knowledge easily accessible to their employees through Babylon-Enterprise.

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