



## CHANTELLE PARIS

Improve the flow of data from product design and manufacturing to delivery, sales and logistics; anticipating customer needs and maintaining brand standards with a global digital evolution.

Manufacturing | B2B2C France

Chantelle's digital transformation involved not only its adaptation to customer communication channels, but also the testing of new sales models including omnichannel: crossing and combining sales and communications channels with the customer to improve the customer experience. With several companies, grouped into one, and information systems that must communicate, the company needed an agile, comprehensive system that could handle their B2B and B2B requirements.

Chantelle Lingerie is both a multi-brand company and a creative studio. Founded in 1876, Chantelle Group has enjoyed over 140 years of innovation and design, with 9 brands (Chantelle, Passionata, Darjeeling, Orcanta, Chantal Thomass, Femilet, Livera and CL), revenue of over 400 million euros annually and a brand presence with over 10,000 points of sale worldwide.

Since its creation in 1867, Chantelle's business has undergone a significant evolution. Historically, lingerie manufacturers manufactured their products but did not sell them direct to consumers. Instead, they sold to shops, specialized or general. In recent decades, this business model has shifted to certain lingerie brands opening their own brick and mortar or e-commerce stores, allowing them to master their distribution network. Private labels also appeared on the market, and while they did not manufacture the products, they bought them from the manufacturers of their products and resold them.

Chantelle Group felt the impact of the changes brought on by this major evolution of business models and needed to develop their company's online commerce and in-store models efficiently, with the right tools and architecture to do it.

## CHALLENGES:



- **Data Complexity:** In the field of textiles, each item must be made in different sizes and different colors, with lingerie adding a third dimension for cup sizes. All the data produced is therefore managed by «RCBT», Reference Color Bonnet Size, and must be strictly controlled by brand.
- **Data Integration:** Chantelle required a data-oriented information system to cover industrial management, supplies, the logistics chain, direct and indirect sales, finance and ERP. With about 1,500 interfaces and 400 million euros of turnover annually, a vertical integration was an extreme challenge. Their previous system depended on the ETL available to Chantelle and was aging.



- **Data Management:** Chantelle needed a better system to manage their volumes of data to increase product and process integrity for all optimal supply chain creation, lineage, consolidation and maintenance.
- **Data Governance for Improved BI:** Chantelle's business data is generated from many disparate systems and needed to be made available to analysts so they could accurately predict and manage the lifecycle of all products across geographies with a centralized hub for all data.



## BUSINESS DRIVERS:

- **Enable accurate sales forecasts:** During production, the projected sales calculation determines the quantity of items to be produced for each RCBT. Having the right amount of each RCBT in each store requires very detailed and accurate sales forecasts: if the consumer does not find her bra size, she will not fall back on a narrower back or a larger cap. She will inevitably find the product somewhere else. In other words, a single missing RCBT is a lost sale.
- **Manage sales channels more efficiently:** Sourcing each lingerie retailer with a combination of a physical store and an online store (Store to Web) is complex, requiring integrated data accessible to each customer touch point, including in store, online or a combination purchase where a customer shops at a store location and places the order online. This allows the store to conclude sales with customers who try on the product and to maximize sales as it reduces instances of lack of stock of a specific reference.
- **Drive Revenue Growth:** Enable Know Your Customer (KYC) with a data hub to manage all web traffic, marketing, advertising, planning, location, and stores/plant/warehouse readiness data. Expand quickly and provide customers accurate information about in-store and online offerings.
- **Optimize Costs:** Integrate and access data from one single trusted hub to improve business outcomes, create operational efficiencies, reduce costs and improve the accuracy of production and manufacturing predictive breakdowns. With collections launched up to two years before going on sale in stores, the company needed to anticipate the evolution of expectations, fashions, sizes, with a multivariate analysis to predict profitability. Manufacturing needed to adapt to the production schedule, taking into account quantities and raw materials to order for each product.



## SOLUTIONS:

Chantelle selected Semarchy (formerly Stambia) for its cost, ease of use, capacity to respond to the cases presented, and the responsiveness of the editor.

Chantelle worked with Semarchy to establish a real integration team in-house, capable not only of developing integration flows but also of managing their operations; such as a control tower, the integration of data controls the different elements of the information system. Faced with the demands of internal customers, this team now provides a complete integration solution and to master the development as the production. All around, this allows for better agility, lower costs and quicker access to data made available to internal customers.

Utilizing a data lake, in which all data is kept and ready to be analyzed, Chantelle is able to draw all the features of the data interfaces entering the data lake. With xDI, data is now extracted from all management software systems used by Chantelle: SAP ERP, Cegid and Cylande, which are used to manage operations, as well as from human resources management and financial systems. Not mere interfaces, the ELT architecture enables Chantelle to control, check, correct and enrich the data. From an in-

frastructure perspective, this led directly to cloud computing, which had not previously been part of Chantelle's culture.

At the time of the implementation, a Google Big Query connector was unavailable, but Chantelle worked with Semarchy to develop this connector quickly enough to meet Chantelle's needs.

Chantelle is now able to pay strict attention to detail, which is pivotal for their brands in lingerie design, as well as accurate, reliable, data-driven sales forecasts. With one location for all the data related to sales, marketing, supplies and manufacturing plans, Chantelle is now able to align people, processes, and technology, bringing value to their customers through data integration and access. With the tools to develop applications as needed with customizable workflows and interfaces driven by their data needs, Chantelle has been empowered to make more intelligent and informed business decisions.

### The project continues:

For the year 2020, the roadmap has already been set, and it is ambitious, mainly focused on cases of use of the data lake, for example around machine learning. A lot of data analysis, but not exclusively. Semarchy will again be at work, especially to extract data from legacy systems, a bit 'aged', to reinject them into highly operational transactional systems, via the data lake.

Another axis of the project involves progressively replacing the data warehouse and the reports developed under IBM Cognos by a Tableau visualization layer connected to the data lake. Later, Chantelle looks to decommission their data warehouse.

In summary, André Wei, Core IS Director and Chief Technology Officer, Group Chantelle explains that choosing Stambia allowed him:

**«to be much more agile; to respond to requests that he would probably have had to refuse with the previous tool; to respond to new cases of business use; to go faster; and to have the resource external available for more flexibility... This is the best the ISD has done in the past two years.»**



## Improve Your Data Knowledge With xDM: The Data Platform

Say goodbye to partial solutions, work-arounds, and data silos. Leverage the power of Semarchy's xDM Intelligent Data Platform, a "Leader" in the Gartner® Master Data Management 2021 Quadrant™, to improve traditional and emerging global data challenges and opportunities.

Our **Unified Data Platform** brings together information across applications so that it can be managed, leveraged and integrated across the enterprise – without the burden and expense of managing multiple, siloed systems, giving you the ability to satisfy multiple stakeholders across all business entities.

### What are your strategic data needs?

We've helped companies like yours turn intractable data blockers into unparalleled data insights. Solve your top business challenges and capture ROI at breathtaking speed — **80% of our customers measure value in less than 10 weeks.**

*«STAMBIA (SEMARCHY) HAS ALLOWED US TO GO MUCH FASTER IN OUR DEVELOPMENT CAPACITY. IT WAS A PROMISE FROM STAMBIA, AND THE PROMISE WAS KEPT...THE TOOL WAS PUT TO THE TEST IN THE FIRST MONTHS, THROUGH THE CONNECTION WITH THE NEW B2B PORTAL CHOSEN BY CHANTELLE, AND BUILT WITH THE SALESFORCE APPLICATION. AS OF FEBRUARY 2019, THE SALESFORCE PROJECT IMPOSED AN ACCELERATION OF STAMBIA'S DEPLOYMENT, TO FEED IT FROM SAP ERP, THROUGH ITS DEDICATED CONNECTOR. STAMBIA HAS BEEN THE KEYSTONE OF THESE NEW DEPLOYMENTS. WITHOUT THIS NEW INTEGRATION TOOL, IT JUST WOULD NOT HAVE BEEN POSSIBLE.»*

André Wei, Group Core IS Director and Chief Technology Officer Group Core IS Director and Chief Technology Officer, Group Chantelle



## AWARDS & REVIEWS

It's not what we say about Semarchy xDM and xDI that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.



Q1 and Q4 2021  
Gartner® Magic  
Quadrant™ for Master  
Data Management  
Solutions



The Forrester  
Wave™: Master Data  
Management Solutions,  
Q4 2021



2020 Gartner Peer  
Insights Customer  
Choice in Master Data  
Management



Semarchy, a leader in the data integration and master data management markets, enables organizations to rapidly generate business value from their data. Its' unified platform enables organizations of any size, to quickly discover, govern, manage, integrate and visualize critical information scattered across applications.

Semarchy is available as an on-premises platform, is natively available on most popular cloud marketplaces, such as Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and managed as a service and is supported by a rich ecosystem of software-as-a service and professional service partners.

# Semarchy

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