

# Groupe Chantelle optimises supply chain processes for global expansion



## Groupe CHANTelle

LINGERIE & WELL-BEING

### Location

Paris, France

### Industry

Manufacturing, Apparel

### Business challenge

Enable global expansion through multi-enterprise integration and development of business communities

### Solution

- Sterling Integrator®
- Sterling Collaboration Network<sup>SM</sup>

### Benefits

- Securely extends the company's reach into new markets
- Rapid onboarding of business partners, regardless of communications infrastructure and size
- End-to-end visibility throughout the supply chain, improving strategic decision making
- Visibility of sales data to manage stock in-store
- Accuracy in planning and forecasting of manufacturing and production

## Groupe Chantelle

### Customer background

Founded in 1876, the Chantelle Group is one of the top five leading manufacturers of women's lingerie worldwide, and the leading manufacturer in France. Chantelle is the group's original brand, representing nearly half of the Group's turnover, and is distributed throughout major department stores and boutiques worldwide.

### Business challenge

In the late 1990s, Groupe Chantelle's growth strategy as a leader in textiles became premised on expansion beyond its domestic market. As such, electronic data interchange (EDI) was viewed as an integral component to that growth, and a priority for Groupe Chantelle in terms of business-to-business data integration with key markets, particularly in the United States, with leading retailers such as Wal-Mart, Bloomingdales, Macy's, and Neiman Marcus, who mandated it.

Groupe Chantelle's business partner community counts more than 200 retailers and suppliers. When the company began searching for a multi-enterprise integration solution, approximately 60 percent of their partners were EDI-enabled. In review of its expansion strategy, two further objectives came to light: to more rapidly respond to retailer's evolving data exchange needs; and to optimise internal processes and visibility, thereby reducing errors.

Specifically, Groupe Chantelle needed a way to bridge and orchestrate business partners' diverse communications systems and onboard them quickly and securely. The company also wanted to automate the analysis of sales reporting amongst retailers worldwide to improve accuracy in planning and forecasting.

### Solution

Integral to the company's global expansion strategy, it was decided that Sterling Commerce would provide

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*"We can bridge any customer's communication system seamlessly, onboard them quickly and securely extend our reach worldwide. Sterling Integrator and Sterling Collaboration Network have become the core components of our growth strategy and have enabled us to increase our flexibility, adaptability and responsiveness to the global market."*

Philippe Cottret  
Director of IT & Organisation,  
Groupe Chantelle

the single B2B gateway to enable EDI with all business partners. For added flexibility, the gateway would be developed through a combination of software, Sterling Integrator, together with an On Demand B2B Network, Sterling Collaboration Network. This combined solution simplifies and streamlines business partner relationships and provides end-to-end visibility throughout the supply chain, thus improving strategic decision making.

Not only does the solution act as the sole gateway for all business-to-business exchange, it also extends automated processes across enterprise boundaries, regardless of differing connectivity technologies, policies, and procedures. This resulted in Groupe Chantelle's ability to propose connectivity solutions for the remaining 40 percent of business partners, who were not previously EDI-enabled. Options include VAN, FTP, AS2, e-mail automation, and Web EDI, so that even the smallest retailers can now communicate with Groupe Chantelle.

The solution has also enabled process optimisation, specifically with regard to automated analysis of sales reporting among retailers worldwide. Because the Sterling Commerce solution provides complete supply chain visibility, Groupe Chantelle has improved its market intelligence and ability to forecast sales

data and trends, and can easily keep pace with the shifting requirements of its customers and suppliers.

### **Key benefits**

The Sterling Commerce solution has become a key component in Groupe Chantelle's global growth and expansion. The company is now able to respond to the data exchange needs of any and all customers and suppliers.

The solution has also improved Groupe Chantelle's internal process integration. With automated analysis of sales reporting among retailers worldwide, the company has improved its accuracy in forecasting and planning manufacturing and production.

"Sterling Integrator and Sterling Collaboration Network play key roles in knowledge management by optimising our supply chain processes. This provides us with total visibility of our international supply chain and the market intelligence to fuel our growth strategy," explains Philippe Cottret, Director of IT and Organisation.

With Sterling Commerce as a strategic business partner, Groupe Chantelle can reach new markets and seize growth opportunities faster and more readily. In the future, the company will take advantage of the application extension and customisation capabilities within the solution to build new functionality for business partners, which will elevate customer service levels even further.

### **About Sterling Commerce**

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimise and transform their Business Collaboration Network to accelerate revenues and reduce costs. Sterling Commerce provides more than 18,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate inside and outside their enterprise. More information can be found at [www.sterlingcommerce.co.uk](http://www.sterlingcommerce.co.uk).

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