

# Benetton Group

Consumer Goods & Retail Case Study



UNITED COLORS  
OF BENETTON.

## Benetton Group and Dassault Systèmes gain competitive advantage with 3DEXPERIENCE

In an industry where making impressions counts, global fashion brand Benetton Group has been turning heads for almost 50 years with colorful clothes and provocative advertising. In 2011, the Group selected the Dassault Systèmes (3DS) 3DEXPERIENCE Platform, including ENOVIA Version 6 for global development and sourcing. Benetton Group CIO Aldo Chiaradia and Director of Product Development and Planning Andrea Piras recently shared their thoughts about the fashion brand's future.

### 3DS: As both a brand manufacturer and a retailer, can you tell us some of the challenges Benetton faces?

**Aldo Chiaradia:** The Benetton Group manages four brands and 6,400 stores in 120 countries. We do both retail and wholesale, we manage over 9,000 styles, that's over 217,000 SKUs. So yes, I can think of a few challenges! But we were born from manufacturing. Half of our production comes from our own plants. The other 50 percent comes from various sourcing locations mainly in India, China and Turkey. As a manufacturer, we must meet quality standards and perform quality controls, maintain competitive production costs while decreasing production time. As a retailer, we have adopted a new market approach in the 2000s by opening our own retail stores in markets not covered by our partners. We have a presence in consolidated markets such as Germany, France, and Japan, but also in emerging markets such as China, Mexico and Turkey.

### 3DS: How does the 3DEXPERIENCE Platform help you meet your long-term business goals?

**Andrea Piras:** The 3DEXPERIENCE project is one of the most important initiatives included in the company's strategic and industrial plan for the next three years. We are building a brand new end-to-end process starting from shopping experience, from the consumer involvement back to the new collection development. This is like a revolution. Progressively, 3DS solutions are replacing existing legacy software, bringing new functionalities in order to support new process requirements. Over 1,000 users will be involved around the world.

### 3DS: You say this is a revolution. But in practical terms, how are you implementing the 3DEXPERIENCE Platform in your company? What is the approach and the timing?

**Aldo Chiaradia:** Implementation is sequenced into two distinctive projects with each comprising two phases. Project 1 addresses the Strategic and Operative Sourcing processes. Project 2 addresses the

Product Development processes and the Manufacturing Operations. A full-time team is dedicated to this project.

### 3DS: What are the expected benefits?

**Andrea Piras:** Each seasonal collection is divided up in main collections and several smaller and faster collections. For a typical main collection, it takes us five months to develop from the concept and creative phase to the sales show. So time reduction is one of our main goals. Reducing product time-to-market also means respecting key calendar dates at every process of seasonal development. We want to improve collaboration across the entire value chain, which includes plants, suppliers, logistics centers, etc. We want to give the company's ecosystem a single collaborative platform. The 3DEXPERIENCE Platform is a strategic tool that will help us face new challenges by making us more nimble. If I could sum it up in one sentence: we want to gain competitive advantage!



**Andrea Piras**  
Vice President Sourcing  
Benetton Spa.

Mr. Andrea Piras is Director of Product Development and Planning for the Benetton Group. He joined the Benetton Group in 2007 as Global Sourcing Director before being promoted to his current role.



**Aldo Chiaradia**  
Chief Information Technology Officer  
Benetton Spa.

Aldo Chiaradia is the Chief Information Technology Officer of the Benetton Group. Prior to his current role Chiaradia held C-level positions in several Italian companies.



### 3DS: What about sustainability?

**Aldo Chiaradia:** Eco-design is a business priority and creating a global platform will significantly improve our eco-design capabilities, encompassing the whole sustainable development cycle. The 3DEXPERIENCE applications will help us reach better product compliance.

### 3DS: Benetton Group went through an intensive competitive review of leading PLM vendors. Why did you select Dassault Systèmes?

**Andrea Piras:** Because 3DS is not just a PLM vendor. It is a leading technology and innovation leader. Its offer was not just a technology platform but a real partnership leveraging each other's IP and best practices in our own fields. We found true sponsors within Dassault Systèmes, starting with (3DS President and CEO) Bernard Charles himself, but many others too who truly believe in this project.

### Focus on Benetton Group

The Benetton Group is present in 120 countries around the world. Its core business is fashion apparel: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, United Colors of Benetton, Undercolors of Benetton, Sisley, Playlife.

**Products:** The Group produces over 150 million garments annually. Its network of over 6,400 stores around the world offers high quality customer service.

**Employees:** 9,557 (2011)

**Headquarters:** Ponzano, Treviso

**For more information**  
[www.benettongroup.com](http://www.benettongroup.com)



## Delivering Best-in-Class Products



Virtual Product



Information Intelligence



3D Design



Virtual Planet



Realistic Simulation



Dashboard Intelligence



Digital Manufacturing



Social Innovation



Collaborative Innovation



3D Communication

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 150,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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