



Customer Profile

Gucci Smooths Information Flow with Infor M3



Facts at a glance.

Solution: CRM

Products: Infor™ M3 Sales and Marketing Automation

Industry: Fashion

Country: Switzerland

“We are more than pleased, and the system is easy to use. We can retrieve much more information than we could before. And if one of our salespeople leaves, the information stays with the company in the central system.”

—Philippe Waeber, MIS Manager,
Gucci

About the company.

Gucci, founded in 1921 in Florence, Italy, is one of the world's leading brands in luxury goods. Its products include small leather goods, shoes, gifts, eyewear, perfumes, and timepieces. The company operates through directly owned stores and wholesale through franchise stores. To learn more, visit www.gucci.com.

Challenges.

- Improve quality and flow of all information—from sales agendas and visitors' lists to sales figures and customer data.
- Find and implement a system to accommodate 90 different pricelists and an advanced discount system.
- Secure an easy-to-use system.

Benefits.

- Streamlined information flow from every source, including all pricelists and the advanced discount system.
- Significantly reduced manual paper processing, including spreadsheets and notice board information.
- Easily developed dashboards and configured user interface for individual needs, further improving ease of use.
- Gained clear visibility into the sales status, sales activities, and calendars, improving decision-making.
- Achieved ability to handle and place orders directly in off-line mode.
- Gained flexibility to accommodate different handling of marketing material and samples for the UK, unlike the handling in other countries—Germany, France, Switzerland, Italy, Spain, and the US.

“An additional side benefit is that the improvements we're making are helping to strengthen the Gucci brand and image. It's really much better to be able to place the order straight into the computer, rather than having to fill orders on paper by hand.”

—Philippe Waeber, MIS Manager,
Gucci

641 Avenue of the Americas

New York, NY 10011

800-260-2640

infor.com

Copyright© 2012 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners. This document is provided for informational purposes only and does not constitute a commitment to you in any way. The information, products and services described herein are subject to change at any time without notice. www.infor.com.

INF1230003-1241652-EN-US-0912-1