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Rip Curl stays ahead of the wave with Infor CloudSuite

Some classics don't change. Australian surf wear brand Rip Curl still makes its iconic wetsuits in-house, to its own design. Yet its market is in flux, with local surf shops around the world being replaced by flagship stores, and ecommerce huge at the distribution level. Taking its enterprise architecture to the cloud in a progressive journey supported by Infor, Rip Curl is forging a competitive edge with a clear-sighted future focus on integrating global supply chain and business processes to open valuable economies of scale.



HEADQUARTERS
Torquay, Victoria, Australia

OPERATING REVENUE
AU \$500M

INDUSTRY
Fashion

EMPLOYEES
3,000+

INFOR PRODUCT
Infor® CloudSuite Fashion

WEB SITE
www.ripcurl.com.au

“Infor CloudSuite gives us the agility and transparency we need as our value chain becomes more global and more complex. We now have complete confidence that Infor CloudSuite is the right platform for our global business.”

Lachlan Farran
Chief Operating Officer, Rip Curl

Streamlining core business transactions for efficiency and value

Delivering consistency for global insight

With so much evolution—both in the surf wear market and across the fashion manufacturing and distribution supply chain—Rip Curl’s priority is to establish a highly agile, secure, and leading-edge platform to better integrate its global business processes. With its US operations already using M3 in the cloud, Rip Curl moved quickly to make its US office Infor’s second M3 Cloud upgrade to CloudSuite Fashion, as a test case for the rest of the company. The project updated Rip Curl’s core ERP and all its peripheral applications and interfaces, delivering new tools and a powerful adaptive cloud-based platform. Structural barriers to sharing information and creating new efficiencies will disappear as Rip Curl rolls out CloudSuite Fashion internationally. Visibility has improved across every aspect of its value chain. Key business processes now happen in real time, dissolving bottlenecks and accelerating customer service.

Doing business better in real time

“CloudSuite Fashion gives us the flexibility to work easily with third parties such as independent global warehouses. It is enabling us to improve efficiency right across our business,” said Terry Twiss, ERP Project Manager at Rip Curl. CloudSuite Fashion is also easily rolled out across Rip Curl’s international operations—both retail and wholesale—providing consistency and opening up valuable economies of scale. Infor

“CloudSuite gives us a nimble and flexible cloud-based system that is responsive to local conditions as well as offering global efficiencies. We are now equipped to leverage new opportunities across our supply chain, from manufacturing to shipping and warehousing.”

Lachlan Farran
Chief Operating Officer, Rip Curl

Business results and efficiencies



Created successful test case for cloud-based, end-to-end functionality



Established foundation for uniform business processing worldwide



Achieved transparency across the complete value chain



Eliminated manual processing and automated customer interfaces

CloudSuite’s massive processing power means that key business processes are done in a fraction of the time they previously took.

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