



# REPLAY

## REPLAY SUCCESS STORY

### **CENTRIC PLANNING BOLSTERS REPLAY'S GROWTH & DATA VISIBILITY**

Data driven solution powers decision-making,  
streamlines planning and forecasting and  
boosts bottom line

 CentricSoftware™

© 2022 Centric Software. All rights reserved.

“What we have now with Centric Planning is complete data visibility and a single version of truth across the company. This empowers teams to be more flexible, agile and reactive.”

Our Centric Planning implementation is part of a global digital transformation, and we are thrilled with the visibility and data management that we now have,” says Paolo Pietrobon, CIO at REPLAY. “We needed to streamline digital solutions and business processes for our global teams to support strategic decision-making, campaign analysis and in-season reactivity to identify, and take advantage of opportunities for our wholesale clients.”

Since adopting Centric Planning in 2019, REPLAY has achieved phenomenal results with a unified vision of data across the company. They have reinvented their sales planning, management and forecasting activities. Time spent on sales analysis has decreased by 10%, budget preparation time has been cut in half, and time to market has been reduced by one to two weeks. Centric Planning has also bolstered REPLAY’s double-digit sales growth.

Prior to finding Centric Planning, REPLAY had been looking for a digital solution to empower their sales teams to grow the wholesale business globally, while maintaining their strong positions in Europe and Italy.

Familiar with the lightning-fast pace of the fashion industry after 40 years as an iconic denim brand, REPLAY knew they needed to speed time to market. Valuable time was being lost because teams did not have access to real-time data and they were using tools like email and Excel to share information, analyze performance, plan sales campaigns and track budgets. Data reliability was also an enormous challenge as it was being collected and filtered through disparate tools.

“Fashion is a fast-moving industry and to better anticipate our wholesale customer needs, speed time to market and drive growth, we needed to streamline systems and processes,” says Monica Frattin, Business Strategy Director at REPLAY. “With Centric Planning, we have the tools we need for our sales team and partners to be more efficient, to support rapid strategic decision-making, and to have full visibility of seasonal performance and budgets. Having the same tools available for our teams is critical when you are expanding into new markets.”

How does REPLAY use Centric Planning to boost collaboration, planning and growth?



## ITALIAN HERITAGE, INTERNATIONAL STYLE

Established in 1981, Fashion Box S.p.A. is a leading international company in the denim sector. The Italian Group, which is based in Asolo (Treviso) creates, promotes and distributes men’s, women’s and children’s casual wear, accessories and footwear. It trades under the brands REPLAY, REPLAY&SONS and WE ARE REPLAY.

REPLAY is an Italian denim and smart casual-wear brand that has developed and evolved along this theme since its debut, taking the best of the past and giving it a contemporary twist.

The company’s mission has always been to offer the best in innovative style, characteristic Italian design and superior quality products. Currently REPLAY distributes 70% of its products in Europe, 10% in Italy and 20% in the Middle East, the Americas and Africa. 70% of their business is wholesale distribution, with customers including multi-brand department stores, independent boutiques and distribution networks. The remaining 30% of their business is through outlets and E-commerce.

“Our goal is to maintain our strong positions in Europe and Italy while increasing our market share globally,” shares Frattin. “To achieve that, we need to be prepared, to be current and have access to real-time information.”

## CHALLENGES

- + Competition with fast fashion brands
- + Better anticipate customer needs
- + Lack of real time information for forecasting and budgeting
- + Teams working on disparate systems
- + Data accessing and sharing
- + Visibility to drive decision-making
- + In-season reaction time





## AN INNOVATION-DRIVEN STRATEGIC PARTNERSHIP

REPLAY selected Centric for its reliability, ease of use and integration, personalised approach and deep fashion industry expertise. Because REPLAY has a continuously evolving sales team, high user adoption rates and an intuitive interface were essential.

"We found that the Centric team was open to configuring a solution suitable for our specific needs," explains Pietrobon. "The most important deciding factor for us in choosing a partner was the people you work with and their capability and drive to find solutions to solve your particular issues."

REPLAY's Centric Planning implementation was successfully rolled out in six months - on time, on scope and on budget - and the entire REPLAY global sales team is using the system. The Centric team worked closely with REPLAY on the implementation using an iterative, agile approach. "We went through the process step by step and evolved the system to meet our needs," says Pietrobon. "The Centric team examined all aspects of our business, the structure of data, functionality and hierarchy of need for specific information."

Centric Planning has added significant bench strength when it comes to REPLAY's analytics. "Centric Planning is integrated with Power BI and enables us to control and monitor our wholesale customer's needs," says Frattin. "With real-time data and analytics, we can easily see order histories and identify gaps and opportunities. Centric has dramatically improved our ability to manage product sourcing and pricing and solidified our partnerships with customers."

Rossano Cosci, General Manager at REPLAY adds, "With Centric Planning, we are able to strategically plan our sales campaigns and to efficiently steer sales execution. This is key to capture all market opportunities and to ensure brand consistency."

With 100 team members at REPLAY now working fully in Centric Planning and 'speaking the same language', the brand is looking forward to achieving global growth goals. Centric's flexibility and scalability is an asset to REPLAY's strategy, and they know they have a long-term partnership with Centric.

"The Centric team was always available to resolve issues during the agile implementation and were proactive in exploring features that would get us closer to our business goals," shares Pietrobon. "It is not common to find partners that are so responsive and available to collaborate. It is a great relationship, and we can always count on Centric."

### RESULTS

- + Reduced time to market
- + Easy data sharing
- + Supported double digit sales growth
- + Better forecasting and budget management
- + Simplified strategic sales decisions
- + Reinforced customer partnerships
- + Better product performance analysis

## STREAMLINED PLANNING SOLUTION = POWERFUL ANALYTICS + BUSINESS GROWTH

The REPLAY team is vast including a corporate team, country managers and local sales managers who deal directly with wholesale customers from department stores to boutiques. Centric Planning is the collaborative solution connecting all teams and is used for pre-season analysis, seasonal budgeting, pricing, revenue forecasting and customer strategies.

Top line priorities for REPLAY were to speed planning and in-season sales campaign management in order to achieve budget goals.

"Before Centric Planning, everything was stored and shared in Excel and email and it wasn't efficient," says Pietrobon. "We needed a universal streamlined planning and forecasting solution to provide deep insights, real-time data and enhanced visibility. We found that with Centric."

Centric Planning has empowered REPLAY to take advantage of automated suggestions based on historical wholesale customer data and easily compare scenarios for more effective decision-making. Sales teams can help customers forecast real demand to optimize inventory, crunch numbers to plan accurately, get the right product to the right place at the right time, and take collective data-driven decisions to speed time to market.

"Centric Planning is so simple for our sales team to use, and the analytics are powerful," explains Pietrobon. "Our teams have the ability to see customers' order history and performance, analyze and steer sales campaigns strategically, and react quickly with real-time data."

Because everything is updated in real-time, sales orders and planning can be changed on a dime to respond to market opportunities and risks. The sales teams are empowered to do what they do best, resulting in massive time savings and contributing to increased sales and growth.

### 3 KEY KPIs

- + Reduced business analysis time by 10%
- + Cut budget preparation time in half
- + Reduced time to market by 1 to 2 weeks

## ABOUT REPLAY (www.replayjeans.com)

Established in 1981, Fashion Box S.p.A. is now one of the leading international companies in the denim sector. The Italian Group which is based in Asolo (Treviso) creates, promotes and distributes men's, women's and children's casual wear, accessories and footwear. It trades under the brands REPLAY, REPLAY&SONS, WE ARE REPLAY. The company's mission has always been to excel in its innovative style, characteristic Italian design and superior quality of its products; the skill and expertise gained in the production of denim, in particular, is a special, unique asset to the Group. The Group operates in all European markets, the Middle East, Asia, America and Africa with products sold in over 50 nations. The Replay single-brand stores are 120. Multi-brand point of sales are around 3'000. REPLAY takes its name from the concept of "re-making", "re-creating" and "re-elaborating", which appealed to its founder Claudio Buziol when he saw the word come up on his TV screen during a football match. This iconic brand has developed and evolved along this theme since its debut, taking the best of the past and giving it a contemporary twist. REPLAY is the Italian denim and smart casual-wear brand that brings all over the world its authentic and contemporary style.

## ABOUT CENTRIC SOFTWARE (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor, consumer electronics and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Retail Planning is an innovative, cloud-native solution powered by Armonica Retail S.R.L., that delivers an end-to-end retail planning process designed to maximize retail business performance. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018, 2021 and 2022.

Centric Software is a registered trademark of Centric Software Inc. All other brands and product names may be trademarks of their respective owners.



[www.centricsoftware.com](http://www.centricsoftware.com)