GARCIA JEANS STREAMLINES SYSTEM INTEGRATION FOR EASIER DATA ACCESS WITH RED HAT

GARCIA JEANS

Garcia Jeans is a European clothing wholesaler that designs, manufactures and sells men’s, women’s, and juniors’ fashion. As the company’s business expanded, its existing enterprise resource planning (ERP) systems lacked the necessary visibility and mobile data access for sales representatives. Working with Rubix, a local IT partner, Garcia Jeans deployed Red Hat JBoss Fuse to integrate and automate application components and data. As a result, the company established a more accurate, flexible fashion design and supply chain for both its employees and its customers.

HEADQUARTERS

Alblasserdam, Netherlands

FASHION RETAIL

200+ EMPLOYEES IN 7 OFFICES THROUGHOUT EUROPE

BENEFITS

• Reduced order processing time by 50% with automated data integration to deliver real-time sales transactions
• Improved mobile data access, resulting in lower sample costs by reducing necessary sample production by 75%
• Achieved faster incident resolution times to improve its customer experience

“So previously, we needed considerable manual work to connect our orders with our supply chain. Processing a sale could take over an hour. Now the process takes half the time, which means our workforce can be more productive.”

PIETER JAN ROMBOUT
CFO, GARCIA JEANS

SOFTWARE
Red Hat® JBoss® Fuse

CUSTOMER CASE STUDY
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Garcia Jeans streamlines system integration for easier data access

SPEEDING LEGACY SYSTEMS TO MEET GROWING BUSINESS NEEDS
Garcia Jeans is a European clothing wholesaler that designs, manufactures and sells up to 10 men’s, women’s, and juniors’ fashion collections every year. As the company’s growth reached 20% annually, the company discovered that its legacy systems and processes could not keep pace with this rapid expansion.

“We had aging SAP interfaces that were difficult to maintain and old techniques that lacked visibility into processes like data transfer,” said Pieter Jan Rombout, chief financial officer of Garcia Jeans. “We wanted to find a better method of integrating our systems that provides more transparency.”

Garcia Jeans uses two core IT platforms: Styling to manage product development from conception to creation and SAP to manage transactions. However, communication between these interdependent systems lagged behind the speed of business. In addition, the company needed to integrate a new order entry tool into its sales and design cycles without causing delays.

“When an individual clothing article moved from Styling to SAP, the underlying interaction script only updated every 24 hours, meaning there was a huge delay in change processing,” said Rombout.

INTEGRATING SYSTEMS FOR SEAMLESS PERFORMANCE WITH RED HAT
Garcia Jeans worked with a local IT partner, Rubix, to perform an analysis of its existing IT environment and find effective technology to meet its evolving needs. To establish real-time integration and interoperability between the company’s platforms, Rubix recommended Red Hat JBoss Fuse.

Red Hat JBoss Fuse is a lightweight integration platform with pattern-based core integration infrastructure. With this infrastructure, Garcia Jeans gained a standardized architecture and tools to integrate its application components for seamless communication and operations.

As the first phase of its Red Hat JBoss Fuse deployment, Rubix and Red Hat worked together with Garcia Jeans to create an interface between the existing order entry application and enterprise resource planning (ERP) platform, creating a more effective mobile order entry application.

“Rubix and Red Hat worked with the application developer to plot a roadmap, identify risks, and ensure success,” said Rombout. “The deployment was completed within our strict two-month time frame.”

With this new order entry tool, 150 users—including traveling sales representatives—can more easily manage inventory and promote the company’s wide range of clothing.

IMPROVING DATA ACCESS AND SCALABILITY FOR A BETTER SALES EXPERIENCE

AUTOMATED, SCALABLE INTEGRATION
With Red Hat JBoss Fuse, Garcia Jeans has gained automated, real-time data transfer between systems. Eliminating manual effort makes the company’s data transfer faster and more efficient, particularly for mobile employees.

“Previously, we needed considerable manual work to connect our orders with our supply chain. Processing a sale could take over an hour. Now the process takes half the time, which means our workforce can be more productive,” said Rombout. “Product data, such as clothing item components, can easily be added to the SAP environment and then assembled.”
The new IT environment can also easily scale to ensure integrated systems accommodate growing data needs. For example, the new application’s first batch of data contained 10,000 individual items for 4,000 retail customers across Europe.

**IMPROVED MOBILE DATA ACCESS**

In the fashion industry, sales representative must have access to a portfolio of samples. With its new order entry system, Garcia Jeans salespeople can easily use mobile devices to visually display different colors, cuts, and styles, with instant remote access to high resolution images of every item in all of the company’s collections. This improved data access eliminates the need to transport and manage physical clothing samples.

“Before, if we had 250 articles in a range, we would need to carry each of those to prospective buyers. With Red Hat JBoss Fuse, we built an interface that gives buyers a virtual view of different variations of one sample, instead of needing four samples per product,” said Rombout. “That capability creates huge financial savings and helps us easily demonstrate differences in real time.”

In addition, representatives can now use the system to directly place customer orders in real time through an intuitive user interface.

“The old order entry system was not easily accessible by the many sales reps working across Europe, particularly on mobile devices,” said Rombout. “With the integration layer and the first order system in place, all of our interfaces will be migrated to that integration layer to replace all existing supplier links within a few years, ensuring better data access for all of our sales reps.”

**FASTER INCIDENT RESOLUTION**

By integrating its systems with Red Hat JBoss Fuse, Garcia Jeans has significantly reduced its support time when issues arise. Previously, changes could only be made in single daily batches. Now, its IT interface instantly detects issues for faster resolution.

“We have the ability to monitor whether data has been sent to the application, as well as total visibility into the process, unlike with our past approach,” said Rombout. “This insight means we can resolve incidents much more quickly and provide faster service to our customers with fewer challenges.”

**BUILDING A DIGITAL FUTURE WITH OPEN SOURCE**

Equipping its sales force with a mobile order entry application that is fully integrated with its legacy ERP platform is just the first stage in Garcia Jeans’ IT journey. As the global retail industry continues to evolve from physical shopping to online purchasing, the company plans to integrate both its business-to-business (B2B) and business-to-consumer (B2C) portals with its SAP infrastructure using Red Hat software.

“I was initially skeptical about taking an open source approach, but the expertise, reliability, and security provided by Red Hat and Rubix convinced me,” said Rombout. “There is a great, stable community behind open source that will help us plan and execute future development.”
ABOUT GARCIA JEANS

Garcia Jeans offers authentic Italian denim fashion at an honest price; striving to give people the most value and character for their money. The company takes an open, accessible approach to everything; creating 100% reliability for its partners and 100% satisfaction for its customers. Everything Garcia Jeans does flows from the simple notion that good design belongs to all of us. By pouring passion for family, friends, life, and love into every product, the fashion company aims to bring delight, fun, and surprise to everyone who experiences the brand.