

PRIMANET DELIVERS BUNDLES OF JOY FOR SERAPHINE

ABOUT SERAPHINE

Established in 2002 with a flagship boutique on Kensington High Street, Seraphine provides stylish, high quality maternity fashion. With growing global success across the UK, USA and Europe, Seraphine deservedly won The Queen's Award for Enterprise in recognition of their achievements in international trade. What is more, their website now serves over 30 countries from around the world and accounts for over 75% of the company's sales.

Continually widening their reach at home and overseas, with new stores in Marylebone and Battersea in London, another in Leeds and two more in New York! Recognising the importance of technology as an enabler of growth, combined with huge successes across their web, retail and wholesale channels, the Seraphine team identified the need to invest in a new IT solution across their expanding multi-channel operation.

ENTREPRENEURIAL SPIRIT

Seraphine's Founder and Designer, Cécile Reinaud, has taken the business from strength-to-strength with a key focus not just on producing high quality maternity fashion, but also taking advantage of the multiple channels-to-market in an ever-changing industry. Having drawn on her Parisian heritage and living in London for half of her life, Cécile has championed the spirit of British entrepreneurship and creativity throughout the brand, leading a team of over 40 people from their London creative studio to design and distribute their collections.

It is true to say that any entrepreneurial organisation must be flexible to succeed, and over time Seraphine had established flexible trade agreements with many of their suppliers and customers to drive their business forwards.

However, scalability is also a key requirement for continued business success. As a result of thinking ahead, the Seraphine team began their search for a new and innovative ERP system to help provide a platform for future growth.



WHY PRIMA?

One of the key criteria during Seraphine's selection process was to find a solutions provider who would work closely with them to help establish the best business processes in order to assist them in achieving their ambitious objectives. Therefore, **Prima Solutions** stood out for their specialist experience in the clothing, footwear and accessories industry and renowned partnership approach, working closely with each customer to fully understand their business processes whilst challenging existing thoughts and assumptions.

Coupled with the tried and tested **PrimaNet** multi-channel business system, Seraphine were able to make a confident decision in selecting Prima Solutions as their IT solutions partner of choice.

"One of the things we have really liked about the team at Prima is their ability to understand our objectives and to suggest process improvements supported by proven software. This integrated IT solution provides us with the platform we are looking for to support our future growth."

CHIEF OPERATING OFFICER, SERAPHINE

A WELCOME CHANGE

One aspect of the Seraphine project that really stood out for us was the people - their team had a real enthusiasm for innovation and new technologies, and everyone embraced the changes ahead of them. With this highly proactive approach to the project, everyone put their minds to work in what was a great sense of partnership from both teams towards the go-live.

THE PRIMA SOLUTION

Seraphine went live with PrimaNet in December 2015, providing a complete multi-channel solution including:

Powerful Processing

► **PrimaNet Order Management** sits as the heart of the Seraphine solution and is specifically designed to deliver efficient and effective process management across sales, purchasing and stock control, using an array of configurable features that are tailored to Seraphine's uniquely flexible trade agreements.

► Our industry-specific product matrix makes life simple at Seraphine, supporting variable product requirements with the ability to change the seasons of products at colour level. Matrix-level reporting also enables effective business decisions for exceptional customer service.

Planning Ahead

► Accurate and accessible **business intelligence** from PrimaNet allows the merchandising team to stock the most efficient balance, to give customers access to the right products in the right place at the right time - ideal!

Popular Promotions

► PrimaNet manages many **promotions** centrally across all channels and markets, which can be date-activated against any given price list for unrivalled flexibility.

► Comprehensive promotion reporting allows Seraphine to make the best strategic decisions for future promotions.

Forward-thinking Finances

► **OpenAccounts** incorporates all channels of information with many processes now completed automatically, reducing the workload to bring efficient processing and true scalability for the dynamic business environment.

Web Services

► The power of the web supply chain has increased immensely, with full integration between Seraphine's **e-commerce** site and PrimaNet Order Management.

► Customers can now place an order and have their items delivered the very next morning - now that's fast!

A New Order Entry Experience

► PrimaNet **Trade Web** provides a new portal for wholesale customers to enter sales orders online, with an intuitive e-commerce look and feel.

► Customers are empowered to place and track orders anytime and anywhere at their fingertips!

Booming Boutiques

► Our **EPOS** solution offers a wide range of replenishment plans, with complete process automation and integration throughout.

► The system will now automatically determine what stock goes to each store, thus increasing availability, customer satisfaction and retention for superb service!

A BUNDLE OF JOY

With significant growth levels and new store openings on the horizon, Seraphine can continue their entrepreneurial journey with an integrated, real-time ERP system as a scalable platform for future growth. With great enthusiasm and collaboration from both our teams, we look forward to helping them succeed long into the future as their software solutions partner.



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