

# Rossignol



CUSTOMER STORY

LĒCTRA®

## The Challenge

The variety of teams involved in producing Rossignol's range of different product types used multiple Excel

## Lectra's Response

## Results



## A modern, intuitive solution

With Kubix Link, Rossignol can now manage its **multiple product categories** with much greater efficiency. Despite the vast difference between, for example, T-shirt sizing and ski sizing, using Kubix Link enabled the company to create a core model that contains information common to all of the product lines, while also integrating the necessary elements specific to each. Teams are now able to **work from a single data repository for all collections and product lines**.

Emmanuelle Narese, Application Manager at Rossignol was impressed by the user-friendly, intuitive nature of the platform.

*"The ability for even the most tech-averse team members to easily pick up how to use the solution was amazing," she states. "The ability to consolidate and integrate all information into one easily accessible, searchable platform has forged stronger connections between all the teams involved in the product lifecycle. It has also made it easier to keep track of product status, changes and timelines,"* continues Ms. Narese. **Clearly defined and configurable workflows** as well as to-do lists ensure that all team members are up-to-date on what has been done and what they need to do. All external suppliers are also able to access technical sheets and production instructions directly from Kubix Link.

## Rossignol fuels faster decision making with Kubix Link

One year after implementation, the days of back-and-forth communication via Excel spreadsheets and emails are over. Rossignol is experiencing the benefits of increased efficiency, more reliable information, better collaboration and anytime access to **real-time data on an easy-to-use platform**. According to Rossignol's marketing director, the elimination of wasted time trying to find fresh data or correcting outdated information **has increased time savings in the decision-making process by 15%**.

### ABOUT KUB

Kubix Link is a unique and endlessly adaptable ecosystem of PLM, PIM, DAM and more. It can fully integrate every aspect of product-related business processes – designs, details, data and decisions – into one familiar-feeling, cohesive Industry 4.0-inspired platform. Kubix Link removes barriers to collaboration with an endlessly configurable, strikingly familiar interface that is as easy to use as it is to understand.

[DOWNLOAD THE PRODUCT BROCHURE](#)