KUBIX LINK®

Ever-evolving ecosystem of PLM, PIM, DAM and more

LECTRA®

The need to extract more value from data sources

Digitalization is transforming fashion; accelerating an already fast-paced industry. Today forward-looking fashion companies have to produce more collections in shorter timeframes, which means **harnessing the power of their collective data to create the flawless omni-channel experiences customers have come to expect.**

Traditional PLMs will no longer satisfy customer expectations. They are being superseded by adaptable solutions like Kubix Link, that encompass the entire ecosystem, not just the product development part of it; linked by familiar feeling interfaces, that embrace Industry 4.0 principles to compete in today's accelerated world. Linking the physical with the digital, the people with the process, and the passion with the purpose.

The business of fashion has relied on fragmented IT systems – and even more fragmented data – whilst trying to bring the latest inspirations to customers. Kubix Link delivers a step-change in unification for the fashion business. Organizations can now capitalize on consumer data, fast and flexible collection management, analytics, agile decision-making, collaboration and sharing in real-time. **Delivering an increased speed-to-market, while keeping an eye on the bottom line.**

What is **KUBIX LINK**?

Deliver the ultimate consumer experience

Kubix Link is a unique and endlessly adaptable **ecosystem of PLM, PIM, DAM and more**; unlocking greater efficiencies in your existing ERP, CMS, PCM, WMS and e-commerce platforms too.

An intuitive, process-orientated cloud platform that democratizes the visibility of your data, helping to deliver actionable insights.

It is capable of fully integrating every aspect of product-related business processes – designs, details, data and decisions – into one familiar-feeling cohesive Industry 4.0-inspired platform.

Complementary features allow you to streamline processes, embrace collaboration and harness the power within your data.

Empowering an omni-channel digitally native approach that delivers the ultimate consumer experience.

Join the future, today.

ENDLESS ADAPTABILITY

Continually configure and reconfigure the ever-evolving digital ecosystem to match your people, process and business needs, enabling unparalleled collaboration across people, geographies and products, on any device, anywhere.

UNIQUE VISIBILITY

By democratizing the visibility of data across your organization, thanks to a strong connectivity across your existing IT systems, this free-flow of information results in more data being turned into actionable insights.

INCREASED EFFICIENCY

Having centralized information at your fingertips improves speed and efficiency. Especially as Kubix Link mirrors how you operate across your organization, morphing seamlessly as your business scales in both size and complexity.

INTUITIVE FAMILIARITY

Designed by and for the fashion industry, utilizing a powerful and familiar search engine inspired interface, there's no reason why anyone can't feel right at home and productive in minutes.

Built for the business of fashion

PLM (Product Lifecycle Management)

Kubix Link PLM enables product-centric organizations to work from one official data source, which is always updated and easily accessible to every stakeholder in their supply chain. Deliver better products to market faster by working smarter to achieve a seamless and efficient product development process.

> *"Our goal was to digitize our entire supply chain with a comprehensive solution. Kubix Link platform is ergonomic, easy to use, and highly effective in facilitating data sharing."*
>
> **Ubaldo Minelli**
> CEO, OTB

PIM (Product Information Management)

Kubix Link PIM is an intuitive and easy to use product information management system. Developed to deliver the ultimate consumer experience, Kubix Link PIM collects an extensive amount of data and information to enable sales and marketing teams to convey compelling stories to end-consumers at every touch point in the shopping process.

> *"With Kubix Link we can centralize the product information coming from the whole supply chain, make it available to everyone in the value chain and also share it with consumers via e-commerce, web and marketplace interfaces throughout the world."*
>
> **Cristiano Simonetto**
> CIO, Tecnica Group

Services 4.0

Your success is our priority

We're here to provide all the support and guidance our customers need to make the most of their Lectra solutions and equipment. Our training and technical support programs were developed based on 47 years' experience of working with renowned fashion companies.

With advanced services, expertise, data analysis, and comprehensive technical support, we ensure that our solutions are fully adopted and used in an optimal way to help our customers achieve their objectives, with the best possible experience.

"The quality of their technology and customer care services has always been premium and thanks to them, we've managed to take our first steps towards Industry 4.0."

Li Shuangrui
Vice President, Tongtai Infant Finery Co., Ltd

IN-DEPTH KNOWLEDGE

With digital resources and face-to-face training sessions, we enable you to set and accomplish your learning goals at every stage of the implementation and deployment process of our solutions. Our training methodology was designed to guide you through quick wins and practical application, which helps you gain independence quickly.

CONTINUOUS INNOVATION

We give our customers immediate access to the latest functionalities of our software, with key information to help them get familiar with the latest features quickly. Continuously create value by working with us to establish an optimal mode of operation based on best practices.

Evolve and grow

Adapts to an ever-changing world with an endlessly flexible platform that mirrors your business needs
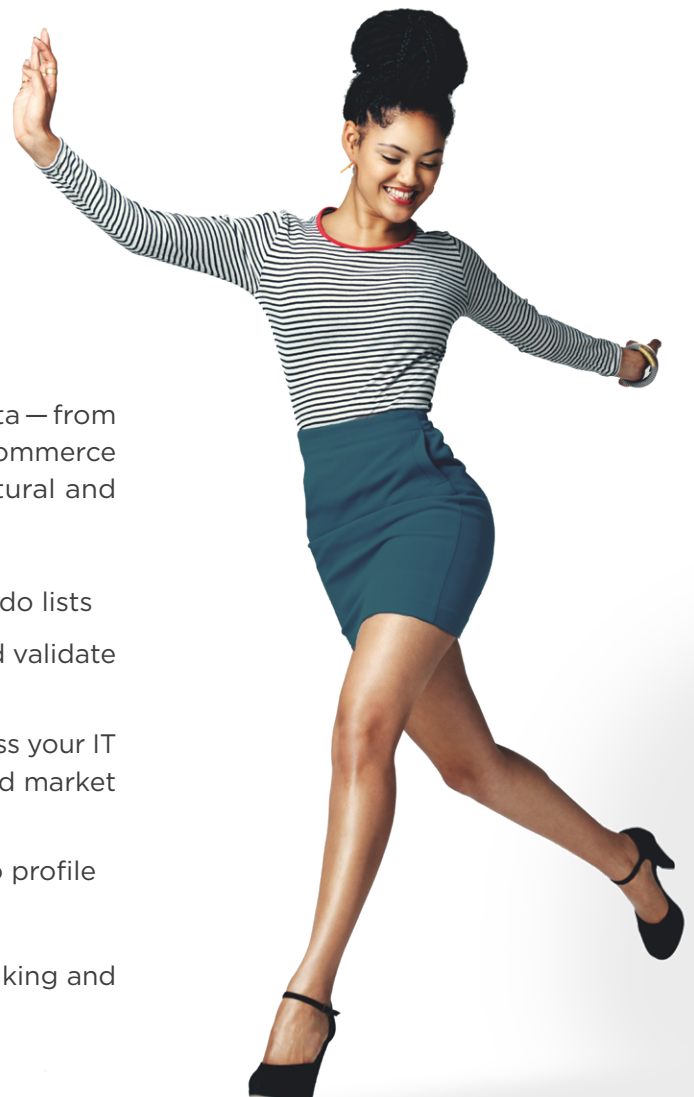
Kubix Link removes barriers to collaboration with an endlessly configurable, strikingly familiar interface that is as easy to use as it is to understand.

- Manage all of your product related data, from sketch to storefront
- PLM, PIM, DAM capabilities and so much more, to match your people, process and product categories needs
- Cloud-based open platform available anywhere, from any device
- Fast implementation, testing, scaling and onboarding
- Built exclusively for fashion, and configurable to fit your business needs
- Integrate with tools, such as Excel, InDesign and Illustrator

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Visibly democratizes data driving new levels of productivity across the organization

Internal and external teams, together with their data — from design, development and sourcing to marketing, e-commerce and sales — are connected, in a way that's both natural and instinctive.

- Clearly defined and configurable workflows and to-do lists
- Communicate on each object to discuss, amend and validate in real-time
- Work smarter, not harder with interconnectivity across your IT systems including ERP, CMS, WMS, E-commerce and market places
- Grant dedicated supplier access rights according to profile
- Detailed change-tracking to monitor your activities
- Save time and focus on what matters with smart linking and system interconnectivity

Efficient, scalable centralization makes for a more profitable and productive business

Kubix Link's unparalleled approach was designed to uncover and solve some of the industry's toughest challenges head-on – allowing you to see the full picture, predict the impact of your decisions, and better link profitability with passion and purpose.

- Quickly react to market demands or supply-side constraints
- Drive product performance by accurately estimating costs and materials
- Plan collections, product ranges, budgets, profitability and product deployment
- Increase accuracy with automated data and reporting and dashboarding tools
- Stay up to date with real-time synchronization with other IT platforms via API
- Easily generate configurable, print-ready online and offline reports

Familiar feel ensures widespread adoption by removing the need to learn new ways of working together

Kubix Link delivers new levels of collaboration, but through familiar search engine and social media inspired interfaces. This functional familiarity drives rapid adoption, delivering the promise of accessing the same data in real-time for everyone, faster.
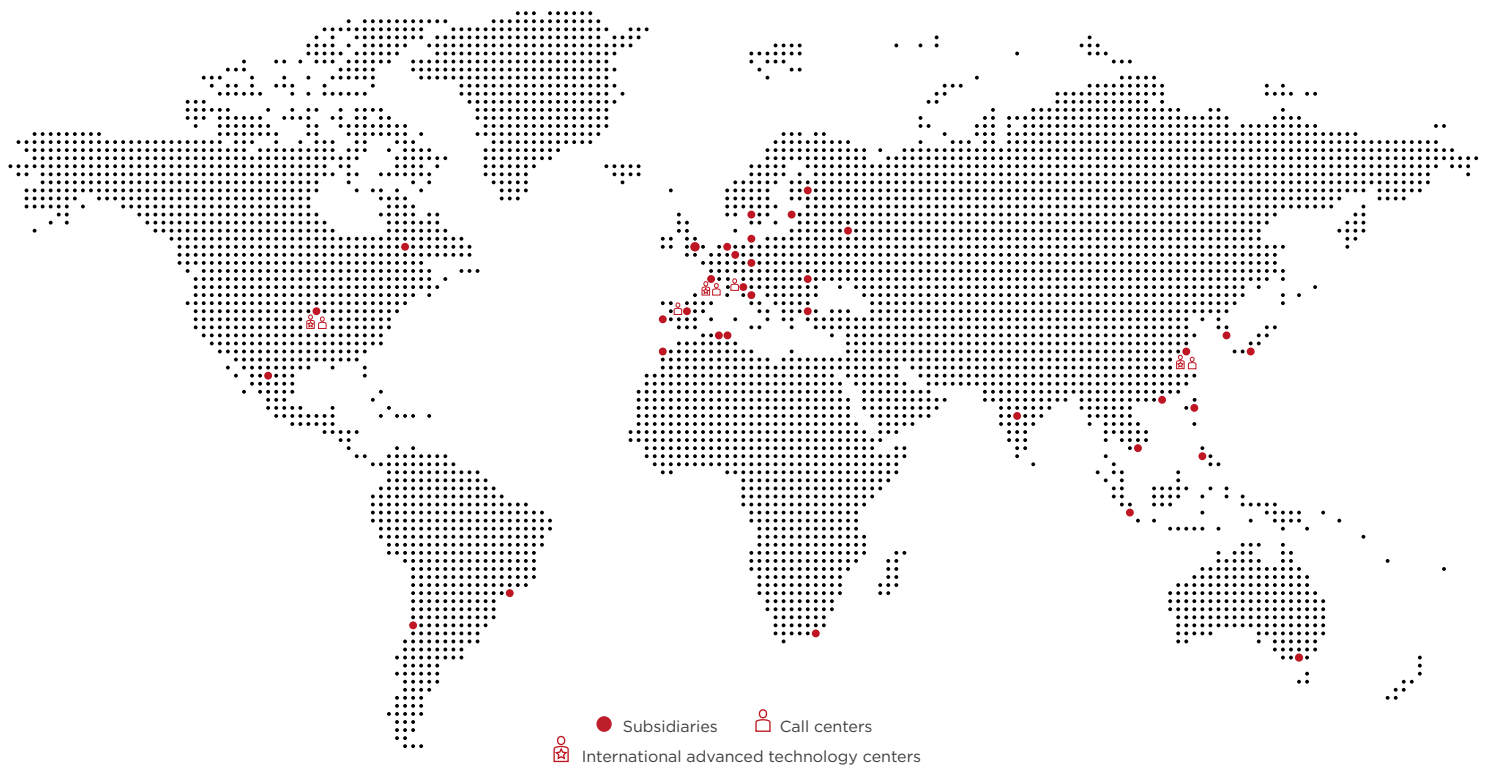
- Intuitive navigation based on best-practice web-standards
- Monitor project completion over channels, languages and time zones
- Effortlessly access information related to all products and their objects
- Easily create templates for print and online catalogues
- Powerful search capabilities for dynamic results
- Social media-style communication tools

LECTRA

Working with major fashion and apparel players in more than 100 countries, Lectra has invested more than 40 years in innovating the fashion industry. Drawing from our vast experience and expertise, alongside passion for improving the way fashion organizations operate their businesses, Lectra strives to continuously reinvent the value chain so you can become more profitable, sustainable and agile. Kubix Link, a unique data ecosystem of PLM, PIM, DAM and more, was created to help fashion organizations like yours capitalize on the promise of digitalization, from sketch to storefront, delivering the ultimate consumer experience.

Empowering customers through industrial intelligence

● Subsidiaries　　⌂ Call centers

🏯 International advanced technology centers

About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve.

For more information, please visit **www.lectra.com**

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