



Peak Performance Reaches New Heights with STEP

Background

Founded in 1986, Peak Performance is strongly rooted in alpine skiing. They are dedicated to making technically advanced active and casual wear for their core consumers who they call 'social adventurers'. Selling in over 23 countries through stores, e-commerce, wholesale and franchising, it is now part of the Danish IC Group.

Peak Performance has embarked on a digital transformation journey with Stibo Systems, that will prepare the company for the way consumers shop in the future. Tight management of sample data across sales channels and geographic markets reduces time-to-market and strengthens marketing activities.

"Fashion production is similar to selling fresh fruit. We must operate within a narrow window from the first pre-styles being ready, through to the final collection being available in the stores. Seasonal collections live for three to six months, then they become outdated. So yes, creativity is our DNA, but speed is extremely critical too. STEP enables us to reduce time-to-market significantly."

This is how Marketing and e-commerce Director at Peak Performance, Jesper Arvidsson explains it when asked why Stibo Systems' Master Data Management (MDM) solution is a strategic hub in the company.

"Information logistics is not only our, but the entire fashion industry's challenge. Many changes appear during the creation of a collection. Styles are replaced, colours change, new photos are taken etc. It is a huge and well-known challenge to ensure that all changes are executed across every sales and communication channel. This complexity of data creates a higher risk, such as incorrect photos and product information being used in marketing material, affecting the customer experience. STEP helps us manage data at every step of the process and creates one version of the truth," says Jesper Arvidsson.

Customer Details

Peak Performance
www.peakperformance.com

Industry

Fashion & Lifestyle

Challenges

- Complex seasonal product life cycle with numerous product changes to master and track
- Maintain uniform data quality and brand
- Reduce dependency on other internal systems and create a single source of information about products

Solution

- STEP feeds data to many points of contact across all brands, including 3 webshops on the DemandWare CMS platform
- The solution includes 300,000 photos and design templates and data on 300,000 products in 7 languages
- It was implemented in 6 months

Continuing Benefits

- Versioning of complex seasonal collections for multi-channel
- Potential for introducing new collections quickly – with versioning for language and regional needs
- Reducing catalogue production time from weeks, to days
- Continued protection of the brand across all channels
- Support the presence of digital transformation

Real-time experience is a sales enabler

Peak Performance used to create and maintain sample data in its various siloed business systems. Now, STEP is the central management platform, which automatically receives the data from the ERP and production systems. This data is validated, enriched and mastered in STEP, which then feeds the data to every relevant touch point, from 'look books' and catalogues, to online, shops and eventually call centres and POS systems.

"We have become much more efficient. Catalogue production has been reduced from weeks to days, leaving extra time for quality improvements and other value-adding activities," says Jesper Arvidsson. Producing 16 catalogues a year manually in the past has been labour and cost intensive, where each page was produced individually with text and photos being pasted in.

"In principle we just click play in STEP, then the catalogue is made. It is a huge process optimisation which helps reduce costs, as we can produce more with less hands."

Liberty of choice in all channels and all languages

STEP also puts Peak Performance in a stronger position to exploit the full potential of the company's global sales strategy. Peak Performance is a global, strong brand producing 8 collections for 23 markets, each requiring individual versions of all sales material. According to Jesper Arvidsson, it is a challenging task to safeguard brand interests across all contact points.

"We are taking a quantum leap with STEP, and we only just embarked on the journey. We can add more products, channels and languages to the solution without adding complexity. And we can create flexible data structures, which adapt the content to the individual channels. Previously, we had to configure and redesign when we wanted to add new content. It was time consuming and restricted us enormously. Now, most functionality is available out-of-the-box," says Jesper Arvidsson.

Full speed ahead on digitalisation

"This freedom opens up for completely new ways of working more sophisticatedly with products and channels," he adds, such as digital order books, omni-channel and personalised customer catalogues. At a later stage, Peak Performance also plans to import market and store data to STEP in order to hit the nail on the head even better.

"Digitalisation is at its highest in the fashion industry. We want to utilise the opportunities it offers to become leaner and cost efficient and at the same time, provide great customer experiences. We are accomplishing this digital transformation now. With STEP as our central management hub, we are able to sustain our strong brand across channels and gain business value from the growing amounts of data that are created by digitisation," says Jesper Arvidsson.



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Jesper Arvidsson | Marketing and e-commerce Director | Peak Performance



About **Stibo Systems**

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com