



BUSINESS AUTOMATION SOFTWARE FOR THE INTERNATIONAL FASHION BRAND

Stenströms needed digitalization to reduce manual work and increase the production of custom-made shirts. Forbytes software development team took part in developing and implementing a digital transformation strategy. We built business automation software that reduces the number of mistakes and delays related to paper-based processes and makes the business more efficient.

ABOUT STENSTRÖMS

Stenströms is an elite fashion brand well-known in Europe and North America. Fabrics for their products are produced in the Czech Republic, Italy, Portugal, Switzerland, Germany, and Spain. The company has a wide distribution network in the United States (103 stores), Belgium (131 stores), Denmark (104 stores), Germany (116 stores), Canada (47 stores), Norway (132 stores), Sweden (166 stores), and 13 more countries.

Client:

Stenströms

Location

Sweden

Service type:

Business automation software

Team composition:

1 System Architect,
1 Senior .NET Engineer,
1 Senior Front-End Engineer,
1 Project Manager,
1 Business Analyst

- ❑ Internationally renowned elite fashion brand
- ❑ Their story roots back to the 1890s
- ❑ \$26 million of revenue

- ❑ Distribution network in 20+ countries
- ❑ Implements Made-to-Measure (MTM) concept
- ❑ 150+ employees in Sweden and Estonia

SCOPE OF THE PROJECT

Stenströms and Forbytes teams started the project from the Discovery phase to build the right digital transformation strategy. Stenströms got a clear understanding of the project structure and obtained all documentation necessary for the development stage: project scope, schedule, budget, team structure, technical approaches, and more. Together, we made sure that the project goals complied with their business needs.



The next step was the digitization of the production process of Stenströms custom-made shirts (Made-to-Measure, or MTM). Previously, retailers used a paper-based form to create unique shirts with special measurements and style for their clients. This form was scanned and sent to the Stenströms office in Sweden first, and then to the factory in Estonia. The process required a lot of time, led to mistakes in measurements, and became a bottleneck for company growth.



In four months, the Forbytes team finished the MTM app according to initial business requirements. The Forbytes team built business automation software that helps our client grow production volumes of custom-made shirts. The new app is connected to required information flows and is integrated into their business ecosystem. The expected benefit – the number of produced Made-to-measure shirts per week – increased.



THEIR CHALLENGES

Stenströms is an ever-growing business that continually expands its store network and aims at sale increase. To keep growing, the client needed to streamline the production of custom-made shirts with the help of software.

It took a lot of time and resources for Stenströms managers to validate and process orders. Because of the mistakes in measurements, there happened delays and misuse of resources. This problem had to be solved with digitization.

Challenges of back-office operations had an adverse effect on client satisfaction rate. Stenströms gave us the task to implement technology capable of improving customer experience.

Business automation software had to be integrated into the business ecosystem of the client. The solution had to automate and structure information flows across channels.

OUR SOLUTIONS

1

Forbytes developers developed a Made-to-Measure (MTM) system to automate order processing. The app saves time for retailers, increases production speed, reduces mistakes in the information flow, and leads to a higher number of produced shirts.

2

The MTM system we built allows for instant order and client measurement verification and validation. Retailers can use correlations between shirt elements and rules for measurements to provide clients with perfectly tailored products.

3

Our business automation software reduces mistakes caused by manual work in the production process and allows Stenströms to provide their clients with high-quality products in a more convenient way.

4

We integrated all business systems with a single app. MTM is connected to the ERP system for importing orders and CRM for saving customers' data. The tool helps to manage the stock of fabrics via the admin panel and generate order-based instruction files for the factory.

HOW WE ADD VALUE

01. ECOSYSTEM INTEGRATION

Stenströms is a big retail company operating in more than 20 countries. In many of them, the number of Stenströms stores exceeds 100 units. It's important to keep the business ecosystem consistent for each distribution channel. For this, Stenströms needed a product that would be integrated with other solutions like CRM or ERP. The Forbytes team built a system that works in hand with other pieces of software, boosts performance, and facilitates time-to-market.

02.BUSINESS AUTOMATION

The app makes filling out the form simpler and reduces the risk of mistakes. Automated measurement processing and validation reduce managers' workload and make order fulfillment quicker and more efficient. What's more, Stenströms got an automated system for order processing. The information flow is managed in one central system. Retailers can view all MTM orders and save customer measurements and information for later use.

03.LIVE FABRIC DATA

MTM displays materials and components currently available in warehouses and sends notifications about out-of-stock fabrics to retailers. They get live stock information, which helps them maintain the supply-demand balance, eliminate resource misuse, and improve efficiency. Having real-time stock data at hand, retailers set a straightforward connection with managers, which streamlines the cross-department workflow.

04.QUALITY SERVICE

MTM system helps Stenströms deliver quality service to the end customers. The solution speeds up the order flow and allows for reusing measurement data. Return clients find it easier to order from Stenströms for the second time by applying their measurement data to other products. The app also reduces the number of mistakes in order processing. This leads to a better quality of the delivered product.