


# DEL BRENTA



CiscoLive   
Barcelona '18 **CISCO**





**HEELS**

**PLATFORMS**

**WEDGES**

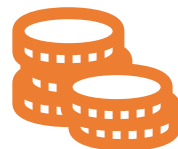
**FOR WOMEN SHOES**



## DATA



**FASHION** INDUSTRY



**€9,0 Mln** TURNOVER 2017



**1968** YEAR OF FOUNDATION



**2** BRANCH OFFICES



**43** EMPLOYEES



**90%** LUXURY BRANDS

# VALUE PROPOSITION

## R&D



- » STYLING SUPPORT
- » HAND MADE PROTOS
- » NEW TECHNIQUES

## DESIGN



- » 3D SCANNERS
- » 3D PRINTING
- » CNC MOLDS

## OPERATIONS



- » JUST IN TIME
- » LOGISTICS
- » QUALITY

# CUSTOMERS



## PRADA

- » Prada
- » Miu Miu



## KERING

- » Gucci
- » YSL
- » Stella McCartney
- » Balenciaga
- » Bottega Veneta



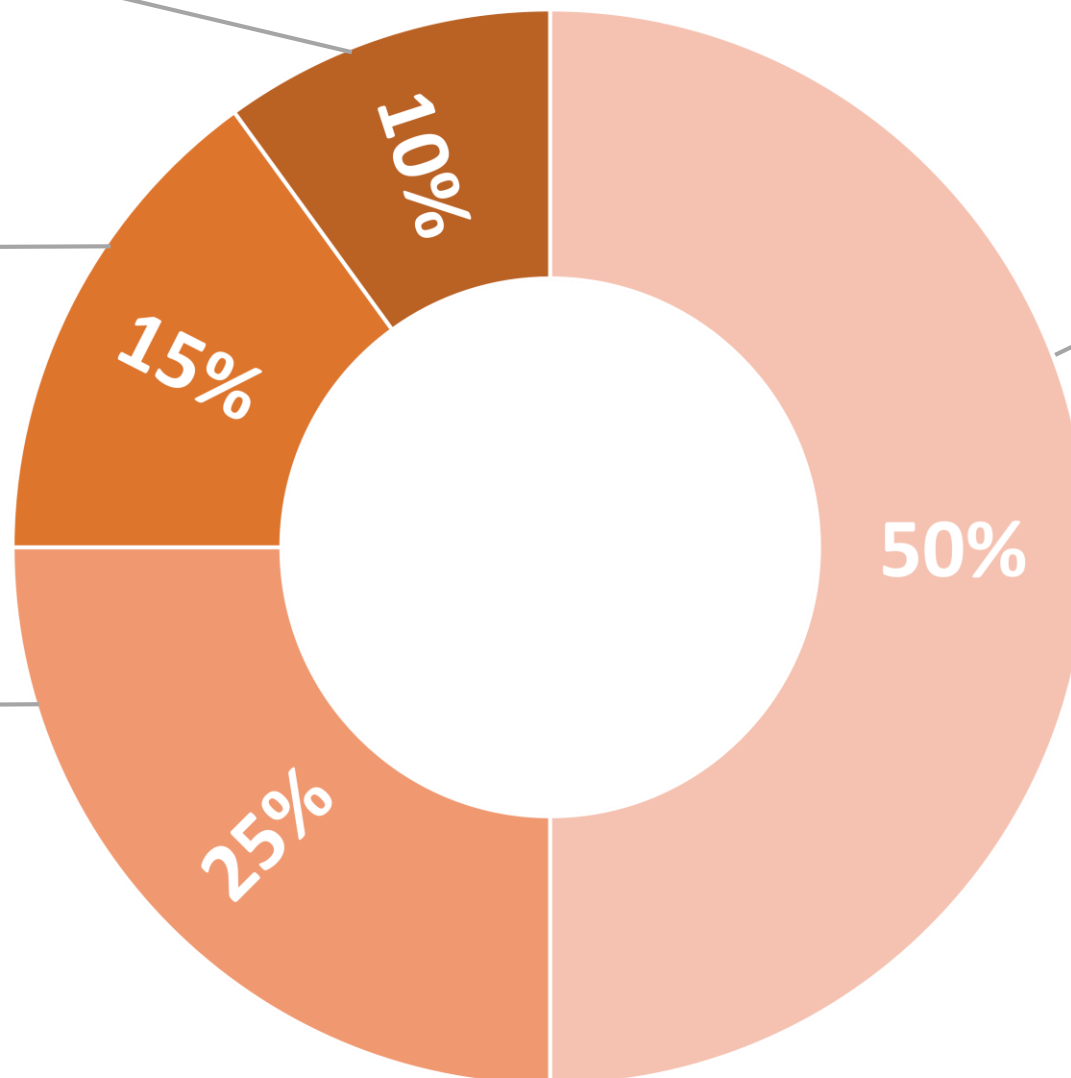
## LVMH

- » Louis Vuitton
- » Dior
- » Givenchy
- » Celine
- » Fendi



## OTHERS

- » Tom Ford
- » Martin Margiela
- » Casadei
- » Diesel
- » Vetements
- » Dsquared



# CSF-CRITICAL SUCCESS FACTORS

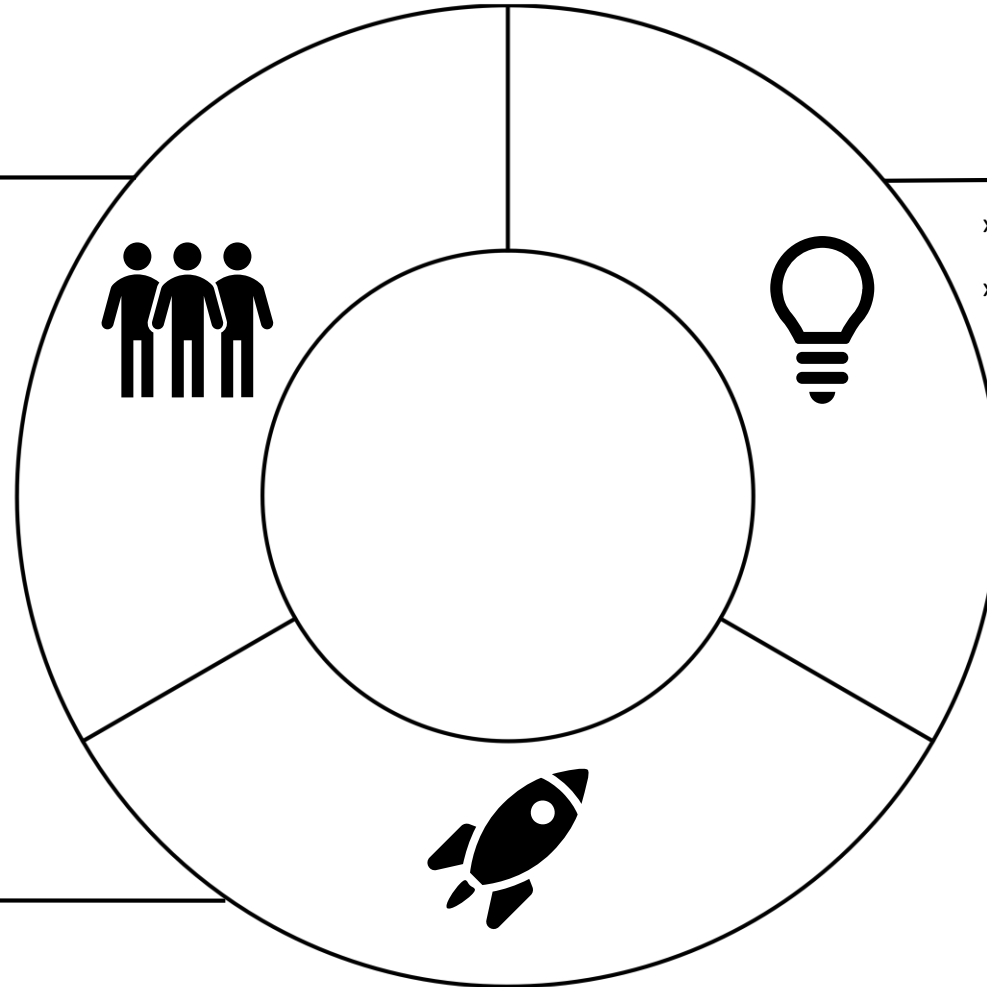
## TEAM WORK

- » Customers
- » Supply chain

## QRM

Quick Reaction Manufacturing

- » Time to market
- » Operations



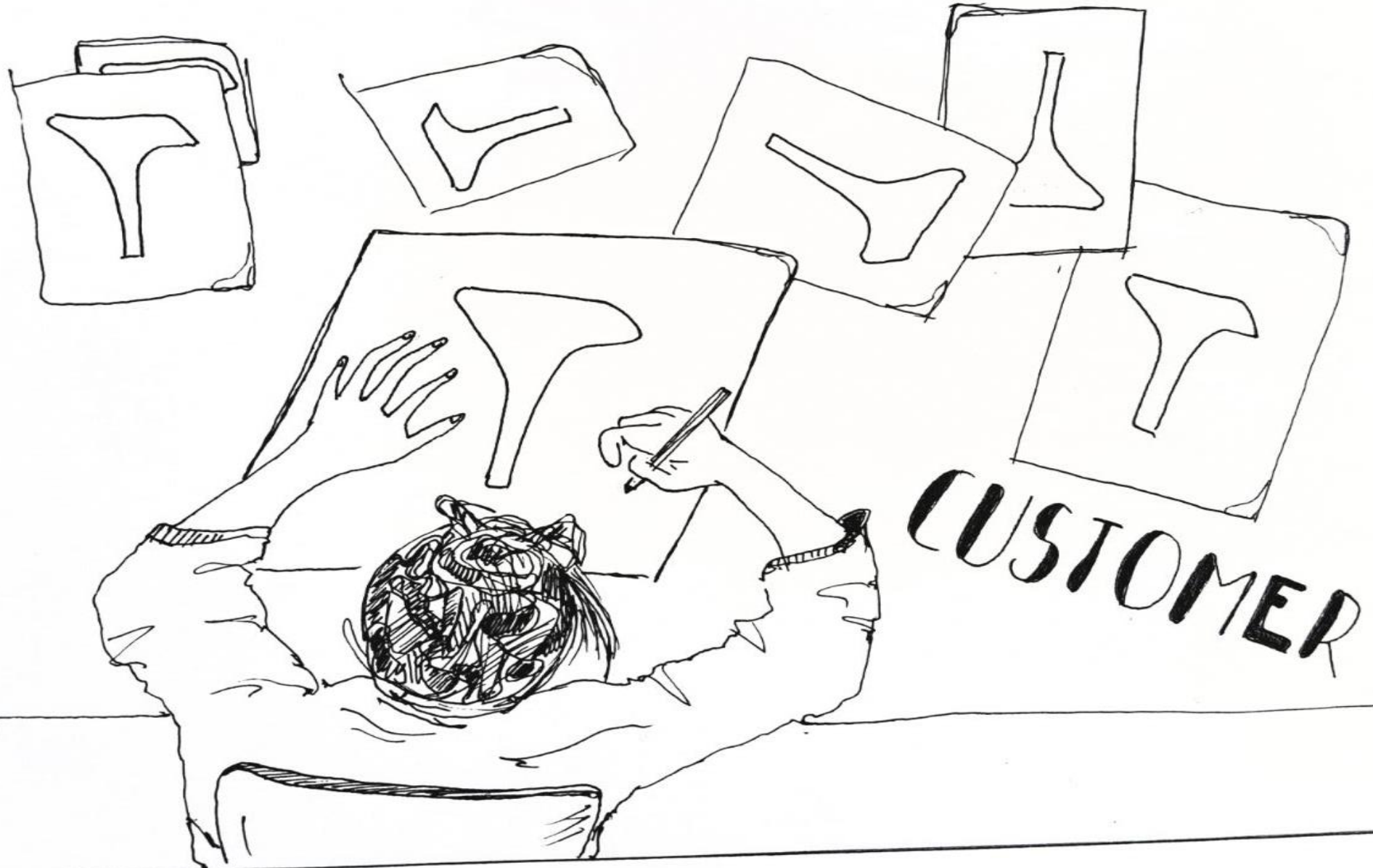
## SOLUTIONS

- » Know-how
- » New products-new challenges



# PRODUCTION CYCLE





# CUSTOMER





# PRODUCTION MACHINE





Cisco Spark

# CISCO SPARK INTEGRATION

- Share files
- Get updates via video call or IM



# CUSTOMER

- Video collaboration and real time project approval with CISCO DX80



- 
- **Inbound and outbound screen sharing to reduce error rate and design time**

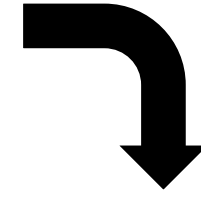
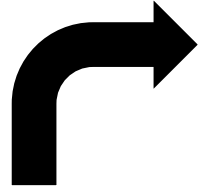




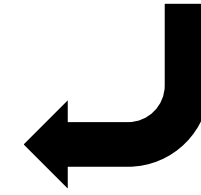
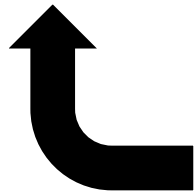
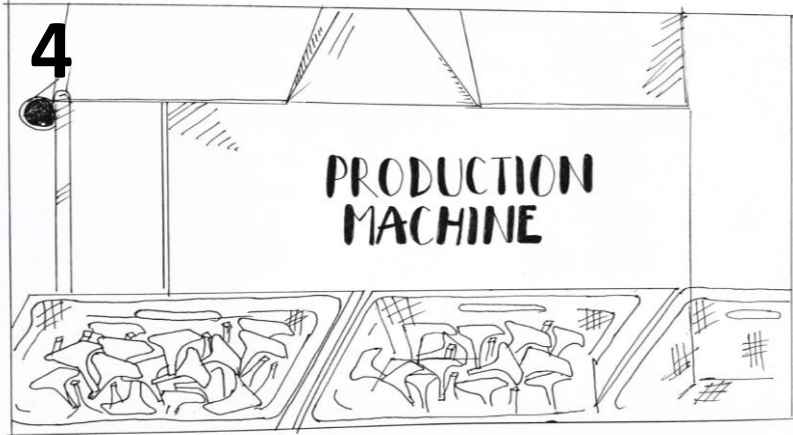
- Inbound videocalling for immediate technical feedback with CISCO SPARKBOARD



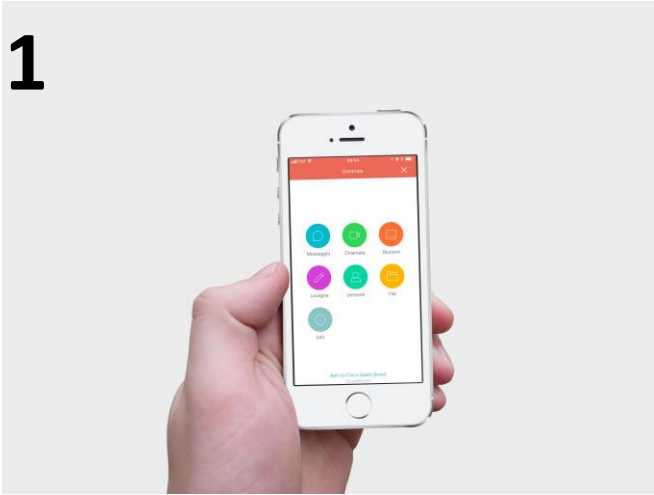
# PRODUCTION MACHINE



**PROCESS**



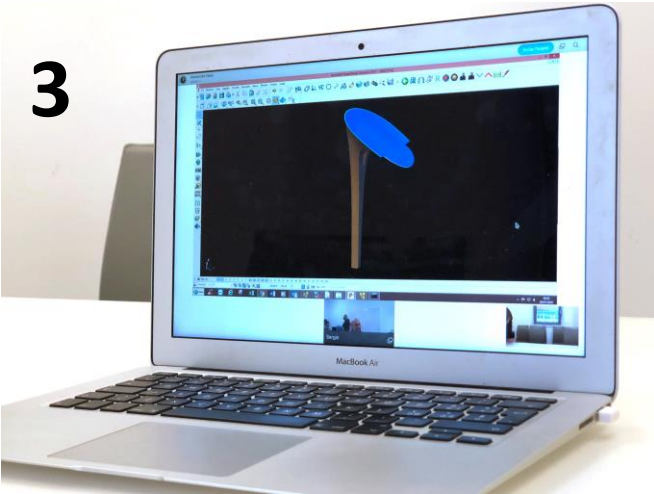
1



2



3



4



TOOLS



# CISCO SPARK BENEFITS

**REDUCED ERROR RATE BY 80% IN MOLDS DESIGN**

**SHORTENED TIME TO MARKET FOR SPECIAL PROJECTS BY 20%**

**50% CUT ON TRAVEL EXPENSES NEEDED TO COORDINATE SUPPLIERS**

**MORE EFFECTIVE MEETINGS WITH THE SPARKBOARD**

**INCREASED INTERNAL COMUNICATION**

**...WOW EFFECT! (GIORGIO)**

