OPCON

Camaïeu

Reorganizing and realizing true agility with OpCon

Founded on Agility

Camaïeu is a women's clothing company that manufactures and sells its own collections in over 1,000 stores, worldwide. The company was built on speed and agility, focusing on a short time-to-market and constant innovation for its e-commerce platform and stores. It became clear that their old scheduling tool was keeping them from achieving many of their goals. When Camaïeu made the move to OpCon, they finally realized true automation; achieving company-wide organization, quicker logistics and reporting with fewer errors across all departments.

Starting From Scratch

Camaïeu's previous automation tool, IBM Tivoli Workload Scheduler (TWS), was struggling to keep up with the volume of processes. TWS had minimal flexibility, provided no organization to their workflows and was difficult to integrate with other applications. Besides finding something to address the obvious problems, they also knew they wanted to integrate a self service portal to reduce the amount of requests to the IT department.

CAMAÏEU

A French retail clothing company that manufactures and sells women's clothing

- 1,000 stores worldwide
- $1.3B revenue
- 35,000 jobs per day
- 150 applications
- 250 servers

CHALLENGE	SOLUTION	BENEFITS
IBM TWS scheduler was overwhelming to maintain and evolve	OpCon offers structure and provides an unprecedented level of flexibility	Camaïeu's IT team is finally able to shift focus to innovative, revenue-generating projects
IBM TWS made organizing workflows by business processes impossible	OpCon allows tagging business processes and OpCon's Vision allows critical-path monitoring and SLA dashboards	The entire company understands the business units process-oriented organization and creates visual representations of them in Vision
The IT staff was overwhelmed with increasing business demands	OpCon automates the business and is extremely integrated into existing systems, applications and processes	OpCon and a self service portal allows Camaïeu to automatically handle thousands of weekly requests without involving IT

> "OpCon helps the business to be proactive in a very competitive market."
>
> Emanuel Donario, IT Manager

Migrating With Ease

Camaieu made the decision to turn to SMA Technologies' OpCon. Camaïeu ran OpCon alongside TWS seamlessly, moving all their processes using DevOps best practices to ensure everything was thoroughly tested before going into production.

> "With OpCon and our IT partners, we reduced our IT implementation time in a new country by 70%."

Emanuel Donario, IT Manager

They started with less critical processes like business intelligence, back office and administrative tasks before migrating more critical processes such as sales, purchasing and logistics workflows. When each job and workflow was moved into OpCon, Camaïeu's IT team assigned tags to organize everything into the most logical business area. Meanwhile, they developed dozens of uses for their self service portal which eased the burden on the understaffed IT department.

From Chaos to Clarity

The benefits of OpCon's workflow automation were immediate. For Camaïeu, this was noticeable in their organization and oversight, an area they struggled to manage with TWS.

Using the tags they had assigned to each job and workflow, Camaïeu set up dashboards, reports and internal service level agreements (SLAs) in OpCon's business process monitoring solution, Vision. This allowed Camaïeu to restore business meaning to every scheduled process, visually represent each process' critical-path and calculate incident impacts on SLAs. Today, everyone easily understands their process-oriented implementation because there's a common language across the enterprise.

Taking Self Service to Another Level

Camaïeu's IT team was experiencing difficulties keeping up with stores, their e-commerce presence and all the logistics that came with it. However, after learning of the vast possibilities from connecting OpCon to their self service portal, they quickly began to streamline their operations

OpCon and the self service portal is utilized in every department. Sales managers can dynamically change prices, run inventory, generate sales reports and arrange shipping needs. The marketing department retrieves in-field photos of items, distributes coupons, manages account-based campaigns and publishes new products to their e-commerce platform. Accounting can run point of sales (POS) reports, calculate commissions and update the budget while simultaneously having more control in place on their sensitive systems. The organization is better connected, more adaptable and less strained and IT can finally focus on developing revenue-generating improvements instead of constantly playing "catch up".

Realizing Agile Roots

With OpCon, Camaïeu is finally realizing the speed and agility that they were founded on in 1984. Today, their concept to completion time is only two weeks and they can release over 100 new products a week. They can now control their inventory and promotions not only by country but within regions inside of each country. Camaieu no longer feels overwhelmed and they are looking ahead to the next challenge.