



Customer Success

Cartier digital order process automation - from boutique to manufacturing

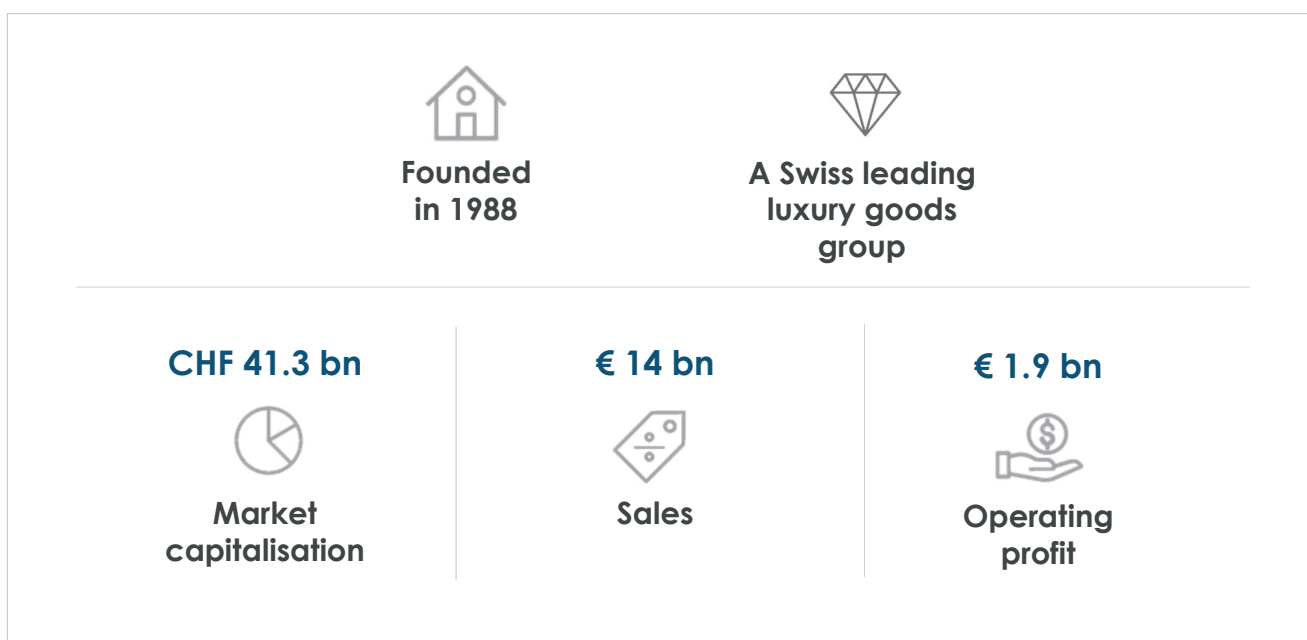
Philippe Gilles, Supply Chain Integration Manager,
Richemont International SA

Capgemini









THE RICHEMONT GROUP AT A GLANCE

*End March 2019



RICHEMONT MAISONS, MANUFACTURING AND SCHOOLS

 <p>18 Maisons & 2 Online Distributors</p>	 <p>35 Manufactures</p>	 <p>40 Distribution Centres</p>
 <p>>1 000 internal boutiques</p>	 <p>5 Schools</p>	 <p>35 000 Employees</p>



1988 – 2019: A UNIQUE PORTFOLIO

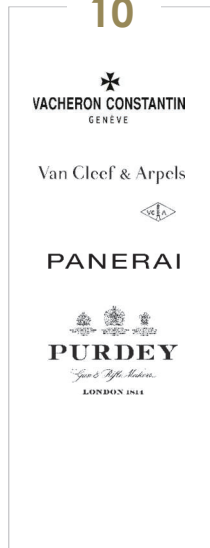
1988

6



1990's

10



2000's

13



2010's

20



WE OPERATE IN 4 BUSINESS AREAS

Jewellery Maisons



Cartier

Van Cleef & Arpels



BUCCELLATI
MILANO DAL 1919

Specialist Watchmakers



A. LANGE & SÖHNE
GLASHUTTE 1790

BAUME & MERCIER
MILAN & NEUCHÂTELE 1830-1850

IWC
SCHAFFHAUSEN

JAEGGER-LECOULTRE

PANERAI

PIAGET

ROGER DUBUIS

VACHERON CONSTANTIN
GENÈVE

Online Distributors



WATCHFINDER&Co.
"THE FINEST SWISS WATCH SPECIEST"

YOOX
NET-A-PORTER
GROUP

Other Businesses



ALAÏA
PARIS

Chloé

dunhill

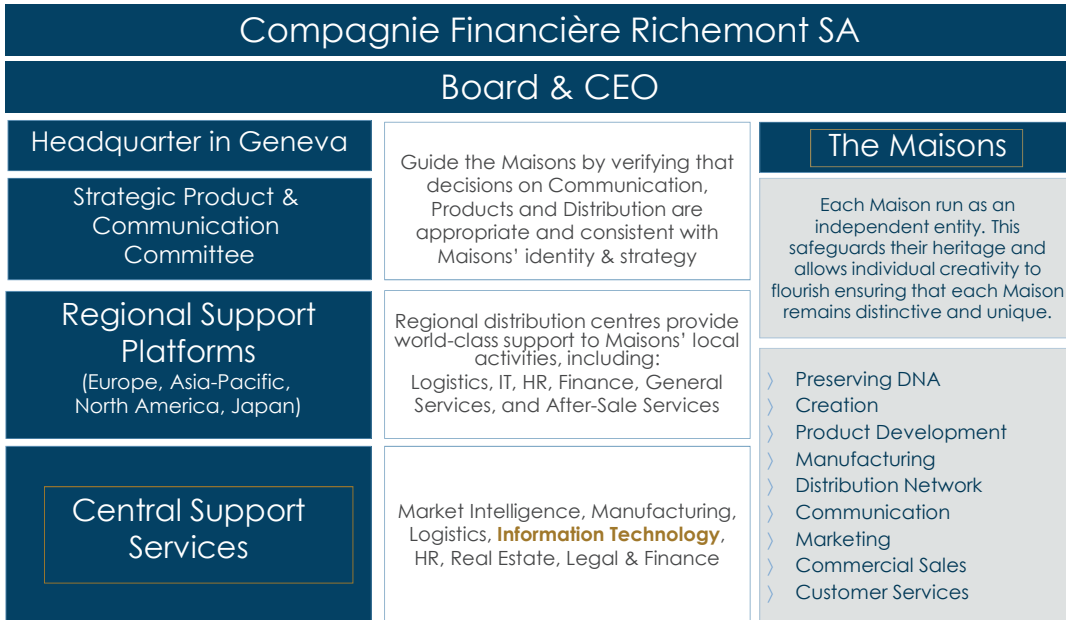
MONT
BLANC

PETER MILLAR

PURDEY
"Your Life, Our Passion"
LONDON 1911

SERAPIAN
MILANO
§

HOW OUR BUSINESS OPERATES



PEGA IMPLEMENTATION

Manufacturing scope

> Started in 2017 at Cartier Paris implementing MDM for SAP

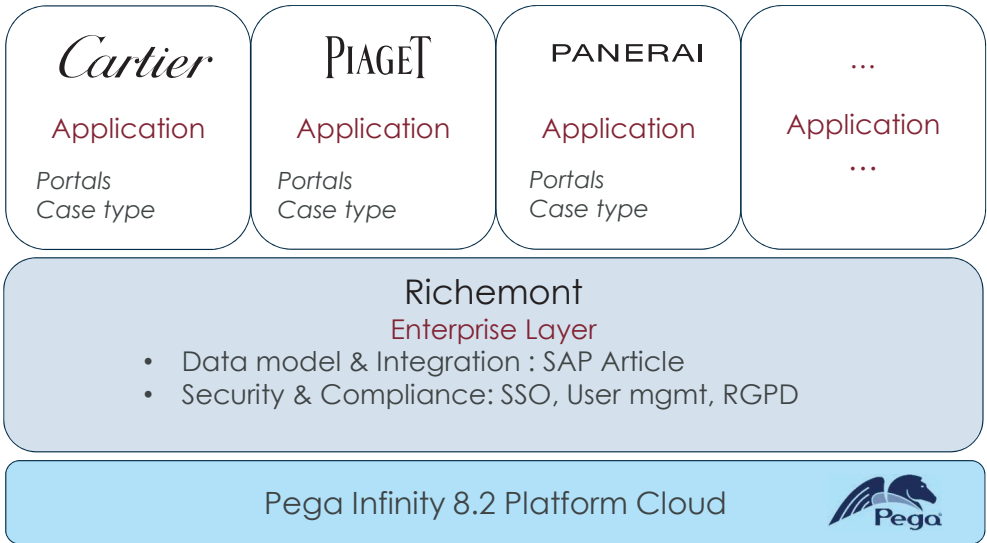
- Design and promote a workflow solution for data lifecycle orchestration cross business area and IT systems to replace the legacy solution for the Manufacturing.
- Pega is now part of the SAP rollout template Gemini

> 10+ Use Cases are currently implemented

- Cartier Joaillerie: MDM for new product, from article creation to all data needed to produce, purchased and ship with integration to the SAP back-end.
- Cartier products transformation: from a boutique requesting a transformation, to the proposal of a new custom design joaillerie master piece and execution of the newly created product, meaning development, produce it at Cartier manufacture, ship it to the logistic platform and to finally land in the boutique and invoice to customer.
- Distribution of fine joaillerie between region and boutique world wide.
- For diamond, follow the development and production process from design to production.
- Client special orders (bespoke) from requirements, design, develops and produce a unique masterpiece, ship and deliver it to the final customer.

PEGA IMPLEMENTATION

Enterprise STRUCTURE



RICHEMONT

APPLICATION OWNERSHIP ORGANISATION

3 MAIN AREAS:

“APPLICATION” AREA: OWNERSHIP TO MAISON/ENTITY.

- › Development can be delegated to Entity
 - Workflow & Screen design
 - Local data

“RICHEMONT FRAMEWORK” : OWNERSHIP GROUP IT EAS (ENTERPRISE APPLICATION SERVICE)

- Security & compliance: SSO, Access Group, user creation
- Pega integration: SAP-ECC (API), Masterdata WH, mail
- Data model of objects from group application (ex: SAP, PLM, PIM ...)

›PEGA PLATFORM: OWNERSHIP GROUP IT EAS

- Since July 2019 on Pega Cloud, SaaS Subscription
- Infrastructure (VPN)

PEGA - WHERE WE ARE?

Done



Infrastructure setup
 Cartier – Piaget - Panerai
 Rollout Certification
 CoE Setup

Cartier PIAGET OFFICINE PANERAI

Today

30'000 cases/year
 300 end users
 10 system architects

Next Step



Vacheron - Certification WF
 Richemont: Customer Service, HR,
 Digital,...


VACHERON CONSTANTIN
Manufacture - Heritage - Genève, depuis 1755

RICHEMONT
Customer Service



2017

janv.

mars

mai

jul.

sept.

nov.

2019

mars

mai

jul.

2020

RICHEMONT



WHY BECOME?



RICHEMONT

What is the end goal of the project?

- Decrease the execution **delay**
- **Reliability** and **transparency** of prices and delays
- **Pre pricing** integrated for some NJ/BJ references
- Have a more **flexible** process
- **Visibility** on the process
- Integrated to **DARE**

PEGA COE DEFINITION FOR EAS

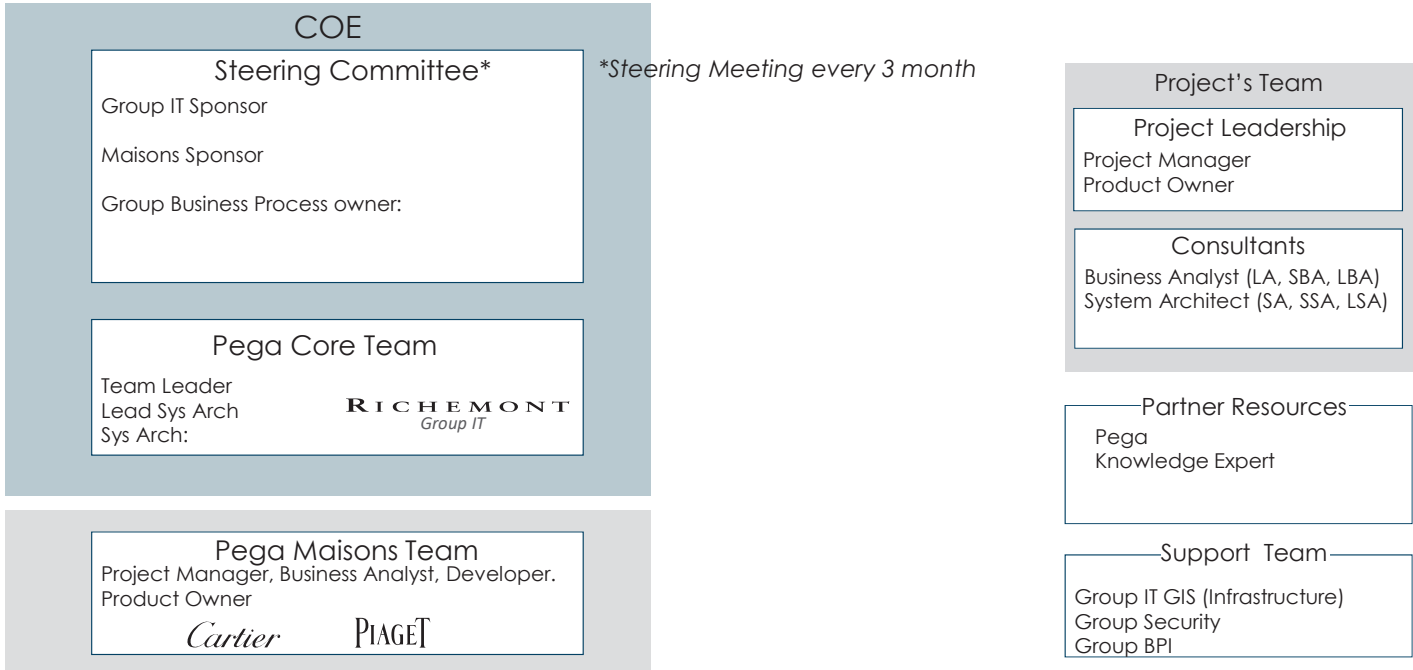
MISSION:

- Provide the structures, governance and technical capabilities to support Pega projects and running applications
- Achieve high-quality deliverables, using best-practice and standard process
- Ensure to maximize the Pega investment by reusable component cross application, layer cake
- Alignment from business requirement, technology capability and Group standard (ie security, compliance)

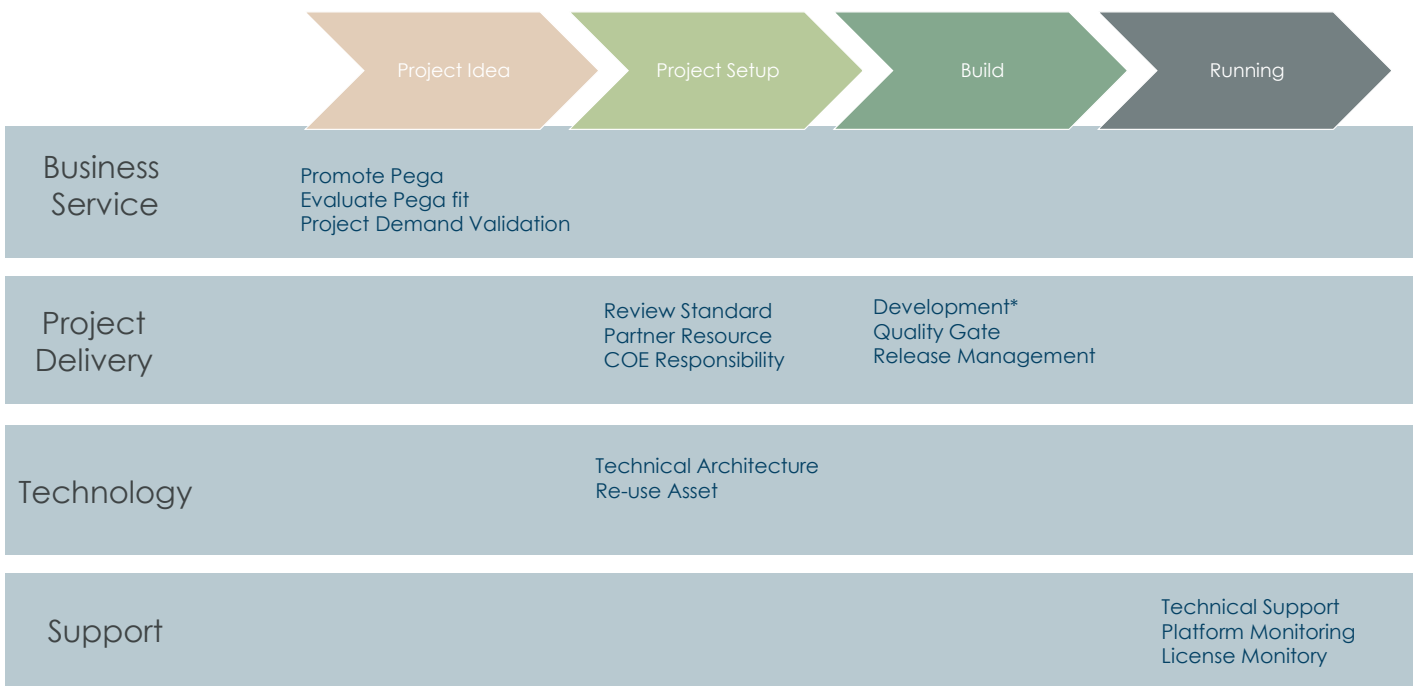
> Objectives:

Empower Richemont EAS team to expand process automation with key departments, enhance collaboration with the Maisons and help the digital transformation with Pega technologies. Bring together smart people from Business lines and IT to better serve our customers.

PEGA COE ORGANIZATION



CORE TEAM RESPONSIBILITY DURING APPS LIFE CYCLE



LESSONS LEARN

> Strengths

- Pega is the solution for process automation when not include in a package like PLM
- Pega enables cross system processes – Business centric view
- Pega enable a process driven approach vs transactional approach
- Low training effort with the Low code development environment
- Responsive web design out of the box – no competition in our landscape
- Fast delivery and leveraging Agile methodology flows nicely in our future strategy

> Challenges

- Low coding approach do not prevent significant investment on skills
- RPA not strong enough for SAP
- Preparation steps
- Agile methodology must be established in the organisation (vs waterfall)

NEXT

PROMOTE PEGA TO OTHER BUSINESS DEPARTMENT

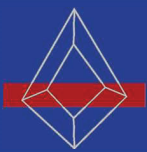
- HR
- Customer Service (Example Become Digital special order)
- Finance

STRENGTHEN GOVERNANCE

- Business
- IT
- Leverage Leeson learned

STRENGTHEN COE (INTERNAL & EXTERNAL) TO SUPPORT SCOPE INCREASE

- Workflow
- Use Pega AI to better serve new customer expectation



WHAT IS BECOME ?

Digitalized Special Order tool

End to End process

HJ/FJ, NJ/BJ, Watches, Accessories

BACKUP ANNEXE

PHILIPPE GILLES

MANUFACTURING AND SUPPLY CHAIN INTEGRATION MANAGER

Experience in Luxury Goods Industry Richemont 1997 till today

Area of expertise: Project management on digital transformation

- Product development: CAD/CAM and PLM solutions (PTC)
 - Model Based Definition
- Execution: ERP (SAP and INFOR)
 - Full PLM-SAP integration from supplier to shopfloor
- Planning: APS (SAP and Anaplan)
 - From Demand to Production planning



Unique instance approach for all solutions: Enrichments can be activated for all entities at once

Education : Mechanical Engineer

Q&A

Pick your next session!

Next session starts in 5 minutes