

TRUECOMMERCE - THE PERFECT FIT FOR VERSACE



Background

Legendary Italian designer Versace uses TrueCommerce Exchange to move its business critical information around the world.

Versace is one of the world's leading international fashion houses. It designs, markets and distributes luxury clothing, accessories, fragrances, makeup and home furnishings under the various brands of the Versace Group.

Versace collections are distributed through a network of hundreds of exclusive boutiques and dedicated spaces in major department stores and duty-free areas, as well as a number of selective multi-brand boutiques in more than 60 countries.

More Connected

TrueCommerce's Secure Managed File Transfer (SMFT) solution enables reliable transmission of highly confidential and crucial information – including unique clothing designs, store sales figures and customer data - between its headquarters in Milan and its global network of stores, suppliers and manufacturers.

The TrueCommerce solution was so easy to implement that within a week, the Group was exchanging more than 3,000 data and media files per day.

Benefits

Cristiano Bruschi of Atlas Italy said: "Versace recognises that TrueCommerce SMFT provides the speed, security and simplicity required to communicate with total confidence between hundreds of its locations around the world."

"Naturally we are delighted that a global brand such as Versace has recognised the quality and security of TrueCommerce Exchange." Added TrueCommerce Europe's VP Sales & Marketing, Michael Latimer.

"The material being transmitted is of huge commercial value and our solution provides the peace of mind and speed of information that is critical to fast moving businesses like Versace.

"I like to think that the best has chosen the best!"

BENEFITS

- ▶ Reliable transmission of highly confidential and crucial information
- ▶ Speed, Security and Simplicity
- ▶ Easy to implement
- ▶ Peace of mind

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next.

Thousands of companies across various industries rely on us.

TrueCommerce: Do business in every direction



Call us today on 0345 643 6600 or email infouk@truecommerce.com

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