

Mondetta: An Ongoing Evolution

Powered by BlueCherry® Enterprise Suite



COMPANY OVERVIEW:

Industry: Fashion, Apparel, Clothing

Products: Casual sportswear, active wear

Headquarters: Winnipeg, Canada

Business Challenge: Centralizing data across multiple disconnected systems to eliminate data duplication, increase efficiency and reduce errors

CGS SOLUTIONS:

- BlueCherry® Enterprise Resource Planning (ERP)
- BlueCherry® Product Lifecycle Mgmt. (PLM)
- BlueCherry® B2B eCommerce

RESULTS:

- **Increased visibility:** inventory and sales trends
- **Centralized, accurate data** between B2B and wholesale divisions
- **Decrease** in data errors and redundancies
- **Greater ability** to forecast trends



Mondetta was founded in 1986 by two sets of brothers, Ash and Prashant Modha, and Raj and Amit Bahl, who met while studying at the University of Winnipeg in Canada. In the early stages of the company, the team worked out of their parents' basement, selling beach-themed casual clothing, but in 1988 the idea of selling sweatshirts featuring flags from different countries, catapulted the company into a major player in Canadian fashion. The development was fitting for a company whose name translated from the French word, "monde" and Latin suffix "etta" means "small world." The phrase "A Spirit of Unification" appeared on the shirts, which was later adopted as Mondetta's corporate philosophy.

The next decade for the company saw a meteoric rise in success, followed by a downturn after both global and product expansion. To move forward and survive in a fashion & apparel landscape where a sharp shift to eCommerce and fast fashion is critical, Mondetta is constantly evolving and developing new growth strategies.

Mondetta sells directly to consumers under their private label MPG brand, and wholesale to large retailers like Costco, Walmart, and TJ Maxx. They are also taking on an effort to build out a B2C division, which is mainly all eCommerce.

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We don't just throw money at a problem to get it resolved...

We work really hard to find a sustainable solution, and CGS has been *quite willing* to work with us on this.”

— Mauro Biefeni, Technology & Development —

The Business Challenge

Today, the design group sits in the company headquarters in Winnipeg, while clothing is primarily manufactured overseas in China, Vietnam and Korea. Mondetta also has warehouses spread across the United States and Canada. The complexity of their supply chain, which includes international sales, increasing consumer demands and growth in their B2C business, required Mondetta to embrace technology solutions to modernize and streamline operational processes.

Mauro Biefeni joined Mondetta in 2011 as an IT consultant to oversee and manage implementation of BlueCherry ERP. His main task was to link BlueCherry with legacy systems, such as an in-house PLM and eCommerce websites. By the end of 2015, Mauro transitioned to a full-time role overseeing technology upgrades and development.

One of the biggest challenges the company faced was centralizing all their data and information across different departments which existed in silos and leveraged disparate systems or tracking processes that were not updated in real-time. The company also faced a challenge with real-time, accurate visibility into their inventory which was shared by both their wholesale and B2C divisions. The skewed data not only caused redundancies and errors, but it also affected their ability to adequately stock inventory and forecast trends.

The CGS Solution

The CGS BlueCherry Suite solved many of the challenges Mondetta was facing when Mauro came on board. By implementing BlueCherry ERP, BlueCherry PLM and BlueCherry B2B eCommerce, which are housed on-premise at Mondetta, Mauro has been able to create the data visibility they needed to increase efficiency, reduce errors and gain actionable insights into selling trends and inventory. Having one system across different departments and both the B2C and wholesale divisions exposed silos and reduced the amount of time teams spent searching for data between spreadsheets and disparate systems.



The results were felt immediately across the company, not just in terms of efficiency, but also in customer service. For instance, before implementation, Mondetta's B2C and wholesale divisions shared inventory without unified real-time data. This meant that a large wholesale client could wipe out the entire inventory of a product and deplete resources for B2C customers.

The next phase for Mondetta was implementing the BlueCherry PLM solution. Mauro decided to replace their legacy, in-house PLM with BlueCherry PLM to enable seamless workflows between systems. This change allowed for greater integration of data and information, without the need to configure different end-points .

What's Next?

Mondetta's next step is incorporating the BlueCherry Business Intelligence tool into their processes to gain richer analytics and further consolidate data across the company into one cohesive, centralized system. Mauro explained the most valuable benefit of BlueCherry has been centralized data, and the more systems Mondetta bring into the BlueCherry suite, the easier it becomes for them to increase visibility, efficiency and accuracy.

Moving forward, as the company increases their sales in the B2C market, they will rethink their current strategies for fulfillment, speed-to-market, and best practices for managing inventory across all channels.

As Mondetta enters this next phase, CGS will be with them every step of the way with omnichannel solutions to scale growth and development. Mauro explained, "We really enjoy CGS as a company. We like the people and that's really important to us. CGS is making moves and obviously concerned about service to the customer. We don't just throw money at a problem to get it resolved. We work really hard to find a sustainable solution, and CGS has really been quite willing to work with us on this. There are a lot of talented people at CGS and we see that, and we want to foster that relationship."



CGS's BlueCherry® Enterprise Suite provides clients with a powerful, comprehensive set of tools to drive their fundamental business processes. Focusing on the needs of high-growth organizations operating in the consumer lifestyle products and retail industries, our solutions have the built-in capacity to address the needs of all core management, planning, product development, manufacturing, logistics, finance and sales functions. Our modular design allows us to customize solutions to fit each client's aspirations — launching as one comprehensive system that reaches across a client's entire organization, or implementing in a step-by-step fashion to grow along with a client's business.