



Client **SUCCESS**

Quiksilver on the crest of a wave with Cegid

Nicolas Paillot, Retail IT Manager, Quiksilver



In 1984, Quiksilver - the ultimate surfing brand which specializes in outdoor clothing and equipment - chose Saint-Jean-de-Luz on the Basque coast as the location for its European headquarters. After initially selling its products to multibrand stores, Quiksilver accelerated its growth by setting up its own network.

Almost 100 European points of sale equipped with Cegid Business Mode

«At the end of the 90's, the group decided to set up its own sales network, comprising company-owned stores, franchises and licensed dealerships. To develop this new channel, we needed a powerful IT tool.

At the end of 2001, after a classic market investigation, we chose Cegid Business Mode. The Cegid Back Office solution, used for managing the sales network, was installed at our head office, and is now the cornerstone of our Retail Management System.

It is interfaced with our wholesale commercial management system, and we use it daily to produce ongoing business statistics. We use the Cegid Front Office solution in all our European stores for stock control and front office» says Nicolas Paillot.

«Last February, we opened nine new points of sale in Great Britain, all of them equipped with Cegid Front Office from day one.»

Today, more than 80 stores use the software. «The retail network currently accounts for barely 25% of our sales that we aim to increase at a constant rate over the next three years.»





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Cegid retail is a leading international software solutions provider to the specialty retail sector, with over 1,000 retailers and 20,000 stores across 64 countries using Cegid's integrated retail management solutions. Solutions include merchandise planning, manufacturing, sourcing, merchandise management, supply chain, CRM, point of sale and business intelligence.

Cegid retail is part of the Cegid Group, a global provider of enterprise applications, created in 1983. The group has more than 2,000 employees and 241 Million Euros revenue.

A powerful information system is not an option in retailing

«Cegid will be asked to equip our future points of sale, and we also intend to install Cegid Front Office gradually in all of our franchises.

The automatic replenishment module is particularly useful for smoothing item quantities between stores. It enables us to always have the right product in the right place at the right time. The Cegid Customer Relationship and Loyalty Management module is also a very powerful tool for customer-relationship optimization.

Ideally, we would like to move up rapidly to Cegid Web Access technology, which would enable real-time monitoring. However, that migration will depend on the capacities of the telecom infrastructures in the various countries where we operate,» concludes Paillot.

Quiksilver

Quiksilver was founded in 1969 by two Australian surfers. In 1984, it located its European headquarters on the French Basque coast.

Since then, the company has enjoyed continual growth, and has diversified, notably through the creation of the Roxy women's apparel range. It has also bought the footwear manufacturer DC Shoes, and it acquired Rossignol, the world leader in winter sports equipment, in 2005.

The Quiksilver group is now the world leader in outdoor equipment, with global sales of 1.78 billion dollars, of which the European subsidiary generates more than 590 million dollars.

The group has 113 stores in Europe, including 39 in France, 43 in Spain and 19 in the United Kingdom, as well as a large number of franchises. More than 80 of these stores already use Cegid.