

# Success Story

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How The Digital Catalog Helped MORGAN DE TOI SPAIN improve the relationship with multi-brand stores sales channel

## QUICK FACTS

### Company

- **Name:** MORGAN DE TOI
- **Founded:** 1947
- **Headquarters:** Paris, France
- **Industry:** Fashion retailer
- **Products:** Women clothes and accessories
- **Sales 2010:** 1020 M€
- **Sales Channels:** Own stores, multi-brand stores, Internet.
- **Own brand stores:** 2040

*“The Digital Catalog enabled MORGAN DE TOI's sales network to develop a better proximity with the multi-brand stores, in a way that resulted in an agile sales force and in an improved relationship ”*

### Mireia Santaló

Morgan Brand Manager

### Key Challenges

- Increase the efficiency and flexibility of MORGAN DE TOI SPAIN in the multi-brand channel.
- Improve product availability in stores, minimizing stock-outs.
- Provide sales agent with updated information about the seasonal collections.
- Build a closer relationship with the channel.

### Key Benefits

- Real-time inventory management, reduced stock - outs and improved product availability in stores.
- Anticipated trends which enabled better forecasting and product ordering to the headquarters in France.
- Place initial and fulfillment orders, real-time stock queries, and customer master data management, all integrated into the legacy management system.
- Sale reporting dashboards & analysis tools enable Morgan to track performance and improve decision-making.

## THE STORY

MORGAN DE TOI is a brand of the Beaumanoir Group which has a portfolio of renown fashion clothing brands such as Cache-Cache, Patrice Bréal, Scottage, Bonobo and V.I.B. The Group's consolidated total sales amount to over 1020 million € in 2010, with over 2.040 own stores located world-wide.

Immerse in the competitive world of women fashion clothing, the brand MORGAN DE TOI's desire to improve the efficiency in the multi-brand store channel in Spain, called for a technological solution.

### Improving sales

The Digital Catalog, an integrated and complete sales tool application which can be accessed both through an iPad application and a Web browser, enabled Morgan to establish an automated sales process in multi-brand stores. Morgan's sales agents are now equipped with iPad or laptops. Through a friendly end-user application, sales agents take orders and process them real-time to the headquarters. Stock available is verified real-time, reducing the errors and improving the service quality.

A step into the world of technology which allowed Morgan automate the process of sales in the multi-brand stores and become overall more efficient in this channel increasing the channel's overall satisfaction.

### Product Catalog management

An updated version of the catalog with the latest season's products, prices and stock levels is available to MORGAN DE TOI's sales agents visiting the multi-brand client stores.

### Making informed decisions

The Digital Catalog also provided MORGAN DE TOI SPAIN Business Intelligence tools which improved the monitoring and increased information for decision making processes.

# MORGAN

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