

25/7

Case story

A heritage to protect and a future to optimize


Company:

Marimekko Corporation

Industry:

Fashion

Countries:

Finland

Applications:
Electronic business archive
Document scanning
Business Application:

Dafo - Finnish ERP-system

IT Platform:
HP Blade servers running Windows
25/7 Solution Server
Objectives:
Compliance to legislative requirements for a publicly listed company.
Optimization and cost reduction in human resources and contracts management.
Special Factors:

The historical design archive serves as an important source of inspiration to both internal and external designers working to determine the future of Marimekko designs.

Marimekko's boldly patterned textiles and clothes are an inseparable part of national heritage and everyday aesthetics of Finland. Founded in 1951, the company has been successful in leveraging its strong heritage by re-launching popular designs from past decades. Today's Marimekko still believes in colors and patterns and building its innovative and design-based brand in a more customer-oriented and international direction.

"The future is present in everything that we do. Although business is slower now in the global recession, we are not putting on the brakes in development projects; on the contrary, we put the pedal to the metal," says Thomas Ekström, CFO of Marimekko.

marimekko®

Marimekko

Marimekko Corporation is one of Finland's most popular and esteemed creators of individual fashions and home interiors, bringing pleasure, comfort, color and harmony to the everyday lives of millions of people all over the world. Marimekko is a strong and unique brand that stands for quality, creativity and the latest technical know-how.

Today, the company is publicly listed and has around 1,000 retailers around the world. The combination of innovative design and excellent workmanship has won Marimekko products international recognition and enduring success. The range of Marimekko products is extremely diverse, comprising clothes, interior textiles, gift items, bags and other accessories.

www.marimekko.com

Aimed at the future

The implementation of an Intelligent Document Management solution is part of development activities aimed at the future. At Marimekko the solution covers all aspects of the company's business. The centralized business archive is an obvious tool for statutory archiving and document management in the financial and HR administration of a publicly listed company. Making these business documents electronic saves both time and money, and represents a significant step toward the paperless office. In addition to traditional business archiving, Marimekko will optimize its contract management processes. Taking care of the company's heritage, and making it an active part of future creative processes, is an equally or even more important task.

Contract management

Marimekko holds hundreds of contracts, including lease contracts and contracts with designers. "Our contract management is delegated to the business units, which take care of contract-related matters along with their other duties. Merely monitoring the validity of agreements is challenging for us - and MultiArchive makes this easier and provides us with a total overview," Ekström says. "MultiArchive automatically sends a reminder to the person in charge when a contract is about to expire," explains Pekka Ahlroos, Marimekko's IT manager.

The heritage of the design archive

Managing the Marimekko heritage is also an enormous task: the physical archive contains approx. 3,000 sample designs and products made for Marimekko over the decades. The historical archive serves as an important source of inspiration to both internal and external designers working to determine the



"We consider history to be of immense value to Marimekko. Management of historical documents is also a part of Marimekko's brand management."

- Thomas Ekström, CFO of Marimekko

future of Marimekko designs. The sheer size and physical location of the archive is however somewhat prohibitive of its utilization. Especially in a world where people work together across country borders and time zones. For that reason, a professional archivist will work on creating a valuable, dynamic and easily accessible electronic counterpart to the physical archive. In this way, the heritage of Marimekko will continue to serve as an important source of inspiration when defining the future.

25/7 Solution Server

Marimekko's ERP system, Dafo, runs on a HP Blade server. The new solution from Multi-Support is installed on a dedicated 25/7 Solution Server from IBM, with seamless integration to the ERP system. "We are preparing for growth, which is why scalability is important to us. MultiArchive is a versatile software product with the flexibility to match future needs," Pekka Ahlroos concludes.

About Multi-Support Group

Multi-Support has more than twenty years of experience in optimizing document centric business processes based on our concept for „intelligent document management“ (IDM). The objective is to make organizations more flexible, scalable, and efficient, and thereby save them valuable time and money. In short we are a provider of "time and money" – 24 hours a day, seven days a week – in fact so efficient you could say 25/7.

The IDM concept is now implemented by more than 3,000 organizations throughout the world in any line of business and any size of company. Multi-Support Group has own implementation organizations in Denmark, Finland, Germany, Norway, Sweden, Switzerland, and UK together with certified business partners throughout the world.

Multi-Support is IBM Advanced Business Partner.