

ABOUT BELHARRA SAS

Adapting information systems to adapt the business

For more than 17 years, BELHARRA SAS has been adapting information systems to adapt the company. The company, based in the Basque Country, supports companies of all sizes and sectors in their digital transformation to make it a tool for resilience, an engine for growth and an accelerator of innovation. The company, which employs 25 people, offers technological solutions tailored to the needs and environments of its clients, combining data-driven decision-making, collaborative tools to facilitate exchanges and decisions and secure data exchanges.

e-SCM software publisher

Making transparency possible by activating traceability

With its expertise and experience, BELHARRA SAS meets the specific challenges of the fashion and textile industry in terms of supply chain and traceability, with its e-SCM platform, marketed in SaaS (Software as a Service) mode. Faced with the tensions that brands are undergoing from consumers, an increasingly uncertain international situation (retention of raw materials, geopolitics, etc.) and public authorities who, through regulations, are driving the shift towards more sustainable and responsible fashion, e-SCM assists brands in their necessary transformation and the digitalisation of their supply chain.

The solution is proven and acclaimed by the biggest players in the market. We work for example with Petit Bateau, Chantelle Group, Intersport, CWF for the children's market, EDEN PARK, JOTT, The Kooples, AIGLE, HUMMEL Danish sports equipment manufacturer, RIP CURL where e-SCM is based in Australia.

Member of the BALI Chair

Co-building the future of the textile industry with its ecosystem

Since 2017, BELHARRA has been a member of ESTIA's BALI (Biarritz Active Lifestyle industry) Chair, which brings together fashion and innovation. The company leads the working group on traceability. The research work on eSCM and its concrete application to the fashion industry were rewarded. The article "Traceability information to communicate to consumer in total transparency", resulting from the work of the doctoral student Pantxika Ospital, received the "Global Fashion Conference 2021" innovation prize. The industrial pilot on the environmental display of Eram & Bocage shoes received the "Transformation Initiative" trophy for its transparency approach towards the consumer by the "Mercis du Retail" in 2022.

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DIGITISING PROCESSES ONBOARD ALL SUPPLY CHAIN PARTNERS THROUGH A SINGLE PLATFORM

Under pressure from consumers and regulations requiring less and better production, and to address tensions over supplies, fashion brands must transform their processes. The digitalisation of systems is becoming a necessity to adapt and sustainably manage their activities. e-SCM supports fashion brands in this necessary transformation.

MASTERING THE SUPPLY CHAIN IN UNPREDICTABLE MARKETS



The health crisis, combined with the current geopolitical context, has had a major impact on the activities of fashion brands over the last two years. Tensions on supply and transport capacities, inflation of raw material prices... the unpredictability of markets and suppliers dominates. To remain efficient and competitive, brands must equip themselves with robust and centralised management tools that allow them to control their activities from A to Z.

The objective of every brand and every retail professional is to optimise the "availability vs. overstock" ratio. The challenge is to satisfy, as accurately as possible, the needs of all points of sale in line with sales forecasts. The flexibility and agility of the inbound supply are levers that are often underestimated in order to guarantee and control the flow of goods to the central warehouse in terms of quantity, quality and lead time.

Our customers have observed, after the implementation of the e-SCM solution, a reduction in the number of supplier disputes, a reduction in excess inventory of 3 to 5%, a reduction in scrap of 15% and a reduction in transport costs of around 10%, which optimises the volumes available for sale and the commercial margins.

SECURING THE "SERVICE RATE"

The DNA of the e-SCM solution is supply chain management. It enables each stage to be supervised and coordinated with agility, more quickly and more efficiently: from ordering materials or components from suppliers, to production monitoring, to the delivery of finished products to warehouses anywhere in the world. e-SCM, a collaborative digital platform, optimises and secures data collection, harmonises operational and decision-making processes, and brings together all the players of the Supply Chain in the same workspace: buyers, quality managers, raw materials suppliers, manufacturers, freight forwarders, and transporters.

By facilitating exchanges between all the players and centralising reliable data at each stage, e-SCM is an alert tool in the event of supplier or carrier risk, to ensure rapid decision-making and thus respect the supply and delivery deadlines for products, in terms of quality and quantity, on the various distribution channels.

A LEVER FOR THE EFFICIENCY OF ITS SUPPLY CHAIN

The implementation of e-SCM means the end of tedious data consolidation tasks and multiple email flows between the parties. Follow-ups are controlled, decisions are traced and shared. All this contributes to securing the process and eases the workload of the teams.

All data acquisition and consolidation mechanisms are automated. Buyers, suppliers or forwarders have the same information, at the same time, in real time. Each actor prioritises and focuses on value-added actions.

The tool aggregates in real time all the indicators necessary for the smooth running of activities: managing orders, monitoring production indicators, generating schedules in real time, ensuring quality controls or steering the routing of products, etc.

The end of Excel file manipulation marks a break in the organisation of daily work, particularly when these files are used to feed other systems (order validation, EDI, etc.). In some organisations, employees can spend up to 20% of their time analysing files rejected during integration.

Naturally, productivity gains and better cost control improve the supply chain's performance indicators for the company's business.

MEETING NEW REQUIREMENTS WITH THE DIGITAL PRODUCT PASSPORT



Environmental impact, origin of materials... consumers are now more attentive and demanding. 69% of them want to know how the clothes they buy are made. Collecting this data and giving it back to the end consumer on each item is a challenge that brands must now take up. The countdown has begun. From 1 January 2023, the AGEC law will make it compulsory for companies with a turnover of more than €50 million and which place at least 25,000 units on the market per year to provide consumers with the environmental qualities and characteristics of their products.

To meet this requirement, e-SCM generates the Digital Passport for each product. It is fed, thanks to the collection at source and in real time, of reliable and verified data from each of the players, throughout the value chain: origin and composition of materials, controls in factories, energy consumption, transport, routing, etc.

Based on this end-to-end traceability, all strategic information is screened by the e-SCM platform, which attests to compliance with quality procedures by following the industrial and logistical flow, milestone by milestone. This data is then transcribed via a QR code generated automatically for each production order and for each Size and Colour reference.

It is attached to the product directly on the production line by the manufacturer to provide the consumer with fully transparent data.

Beyond the necessary compliance with regulations, the e-SCM Digital Product Passport creates a real customer experience. Through it, the brand addresses its consumer directly to enhance the value of its product, testifying to the respect of the brand's commitments at the time of purchase and throughout the usage cycle and until recycling.

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3 questions to Patrick BOURG Founding partner of BELHARRA SAS

"The next textile revolution is the data revolution".

Why has the issue of data become strategic for the fashion industry?

Data is at the heart of all the issues involved in the transformation of the industry. Today, we no longer manage a textile brand as we did five or ten years ago. Data management is not an accessory. It is a necessity. Because the revolution that is taking place is 100% digital.

It is through data that a brand can manage production on demand and reduce unsold goods, which it is now impossible to destroy since 1 January 2022. It is also through data that brands will be able to retrace and transcribe the history of a product. Finally, it is through data that tomorrow all this data will be auditable as required by the regulations.

Brands cannot be subjected to each new regulation because each time they have to implement additional means with unbearable additional costs. The company must transform its processes by digitising them, in order to anticipate and adapt quickly. Mastering data gives flexibility to react quickly and differentiate in a market that is becoming more normalized.

How does BELHARRA reposition data to serve fashion companies?

The international situation, new regulations, difficulties in sourcing raw materials, and pressure from more committed consumers are forcing rapid, in-depth changes. This trend is accelerating and will be sustainable. The news on the AGEC law (Anti-Waste for a Circular Economy) illustrates this situation.

The upstream supply chain is becoming central to the concerns of brands in order to find sources of productivity and profitability, and to gain in responsiveness.

This is the challenge of e-SCM, which rationalises these upstream flows by fine-tuning the management of the data entered at each stage. The solution enables operations to be monitored in real time to anticipate any drift. A "Data Driven" solution such as e-SCM enables effective action to be taken by tracing each decision.

One of the major levers of profitability remains the improvement of the "service rate" which can no longer be achieved by a logic of stocks or unreasoned purchases. The control, sharing and traceability of data is becoming a sine qua non condition for efficient supply management.

Brands have understood this: if they do not control the Supply Chain data, they will not be able to optimise costs, quality, supply lead times or even guarantee the transparency demanded by regulations and, above all, by consumers !

What is BELHARRA's vision on the evolution of the fashion industry?

Our position as an e-SCM editor, our innovation and R&D approach, pushes us to be one step ahead of industrial and regulatory developments in the fashion sector.

We are already looking ahead to the trends that will inevitably impact supply chain organisations, such as closed-loop circularity (Textile to Textile) or open-loop circularity, the orientations of Industry 5.0, new economic models and future regulations.

Our solution is constantly evolving. In 15 years, we have already supported major changes. The experience we have acquired with our customers in each market segment (Luxury, Premium Brands, Industrial, Retailers, etc.) enriches a solution adapted to the specific context of each company.

Choosing e-SCM is the assurance of always having the right tool to anticipate the orientations of a more agile and responsible industry, to avoid regulatory shocks and to stay on course !

« Alone we go faster, Together we go further »



[GLOBAL FASHION AGENDA | INNOVATION FORUM](#)

e-SCM joined the Innovation Forum of the Global Fashion agenda (GFA) in order to expand its ecosystem internationally and support the fashion industries in the digital transformation of their supply chain. The GFA is a non-profit organization that promotes collaboration between industry players to promote responsible fashion. Its mission is to accelerate impact by inspiring, educating, influencing and mobilizing all stakeholders.

[PARIS GOOD fashion](#)

e-SCM becomes a member of Paris Good Fashion, an association which aims to make Paris the capital of more responsible fashion by 2024, the year of the Olympic Games.

Through e-SCM solutions, with its integrated traceability functions, we provide brands with a means of communicating their commitments and values in complete transparency throughout the value chain up to the end customer.



[BALI CHAIR | Biarritz Lifestyle Active Industry](#)

e-SCM is investing in the Bali Chair to support the shift towards a cleaner, more responsible industry in line with our values.

The BALI Chair is a teaching and research program applied to the fashion and textile industry, the objective of which is to support its stakeholders in innovating to implement their CSR approaches, eco-design, circularity and relocation of their industrial activities.

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TRICOLOR

e-SCM joins the Tricolor collective to support the promotion of the French wool industry.

The Tricolor Collective is an ambitious project which combines very broad concerns to relocate an industry and know-how of excellence, and promote traditional breeding and breeds. As publisher of the e-SCM solution, the challenge is to get brands and the wool industry to cooperate to make the supply of raw materials more reliable, to promote its origin as a guarantee of CSR transparency and eco-responsibility.

BASQUE FRENCH TECH

e-SCM, at the heart of innovation, joins the Basque French Tech community. e-SCM is a dynamic player in its territory and wants to create synergies with other Tech players around innovation, contribute to initiatives promoting development of local startups, facilitate the recruitment of new talents, promote the internationalization of the solution. French Tech is a unique, national ecosystem that brings together startups, businesses, investors, decision-makers and community builders around INNOVATION.



ADI Nouvelle-Aquitaine

e-SCM relies on the know-how of ADI for “Development Strategy” support. Through the animation of a design methodology, we conducted a reflection to identify, challenge and bring to light the structuring levers of the company's development. With the ADI NA Design and Development Strategy team, we were able to rethink our strategy and structure our organization as publisher of the e-SCM solution. In a very short time, we were able to implement a new economic model that complements our offering as an engineering and integration services company.

" For us, being digitally responsible means being an innovative company that sets us apart and preparing for the future. "

Belharra, publisher of e-SCM Solutions, is certified sustainable IT !

Belharra SAS , publisher of the e-SCM , is labeled "Responsible Digital" Level 1 by the LUCIE , the fruit of our committed and voluntary efforts in favor of digital responsibility.

The NR label: recognition of the commitment of the Belharra/e-SCM teams

This recognition follows various steps already undertaken in the past: obtaining the "Responsible Digital Company" label delivered in 2018 by France IT and the signing of the "Responsible Digital" charter by management. We asked our local ecosystem to be supported by the Antic Pays Basque team in order to prepare the new NR label and raise awareness among internal ambassadors of a more global approach.

Belharra SAS 's approach to digital responsibility is part of our CSR policy , aiming to be an environmentally conscious, ecosystem-based company and responsible towards our employees, our customers and our partners. Our objective is to implement "Responsible Digital" best practices for a better quality of life at work and to support our clients towards responsible digital practices . Obtaining the label is for us a real recognition of our values and our commitment to responsible and sustainable digital technology.

Our NR roadmap for the next two years

To obtain the label, Belharra SAS was the subject of an audit carried out by an external firm, on the basis of a multi-criteria evaluation which evaluated our strategy and our governance, the implementation of the approach , coverage, lifecycle analysis of digital services and integration of products and services.

Following this, we identified more than 50 concrete actions to improve our performance in these areas, which earned us a score of 596 out of 1000 points. We then received recommendations from the auditor to establish our two-year engagement plan.

Our roadmap includes four main axes, with 18 flagship actions, relating to:

- the formalization of our RN policy,
- supporting our RN strategy,
- responsible management of our equipment,
- and the integration and promotion of NR in our products and services.

We are committed to continuing our efforts towards responsible digital by continuing to improve our performance and ensuring that our products and services incorporate best practices in digital responsibility .

The Sustainable IT label commits the company to a responsible dynamic

Giving meaning to our professions : By reducing the environmental impact of digital technology, your company gives meaning to its profession and allows its employees to get involved in responsible projects. The implementation of such projects promotes digital inclusion, equal opportunities and social openness.

Improve performance : A sustainable IT project involves a continuous improvement approach to gradually reduce the company's impact on its environment. By modernizing its processes, the company innovates, differentiates itself and enriches its value proposition.

Improve the Quality of life at work : sustainable IT tools promote teleworking, remote cooperation, traceability of procedures and transactions for greater transparency and fairness. Accessibility and ergonomics of applications are becoming requirements of our customers or our employees.

Reduce your costs and your Carbon impact : Numerous studies have demonstrated the link between economic performance and a social responsibility (CSR) approach. Responsible Digital also creates lasting value, which can be leveraged across many often energy-intensive cost areas.

Belharra SAS aims to continue improving its performance in digital responsibility to contribute to a more responsible and sustainable digital world.

