

ARTICLE

HOW ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS GIVE OUR CUSTOMERS AN EDGE

POWERFULLY TRANSFORMATIVE, ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS HELP LECTRA'S CUSTOMERS MAKE SENSE OF RAW DATA TO UNDERSTAND COMPLEX ENVIRONMENTS AND SUPPORT DECISION-MAKING. THIS LEADS TO GREATER BUSINESS AGILITY FOR FASTER ADAPTATION TO CONTINUALLY CHANGING MARKET DEMANDS AND CONSUMER EXPECTATIONS.

In the digital era, navigating the sheer volume of data generated by business processes is challenging and time-consuming. Connectivity, advanced analytics, automation, and advanced manufacturing technology are transforming the fashion, automotive and furniture industries.

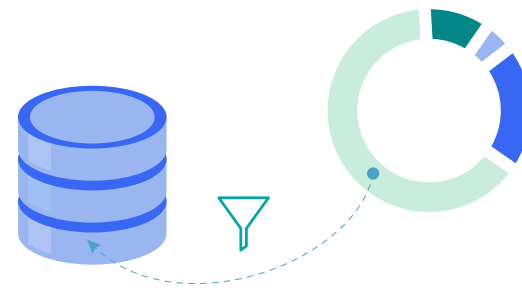
Digital transformation to **Industry 4.0 begins with data collection and uses artificial intelligence** to make sense of datasets.

Companies that do not prioritize investments in data collection and analytics will be left behind.

Since its founding, Lectra has been driving market-transforming innovation.

Lectra transforms business processes by leveraging **advanced technologies to optimize and automate workflows**, enabling customers to engage with consumers in new and meaningful ways.

→ [Read more](#)



#1

The end of business as usual

Traditional business models aimed solely at driving profits no longer suffice in an economy reshaped by **youth boom expectations**.

Companies producing consumer goods are increasingly embracing purpose-driven business models aimed at offering what consumers genuinely desire, more sustainably.

Although earnings and profitability remain the priority, businesses continue to adopt **more agile and sustainable practices** that can improve competitive advantage in the long term.

Brand relevance and sustainability **can help project a positive image** that resonates with younger consumers.

To attract a new breed of consumer in a more connected, digital marketplace, companies increasingly rely on metrics to gain agility.

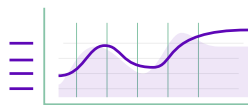
Lectra offers its customers **a wide range of advanced-technology solutions** covering key activities in the value chain and incorporating artificial intelligence and data analytics.

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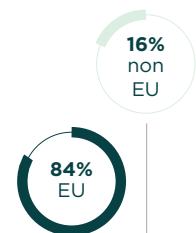
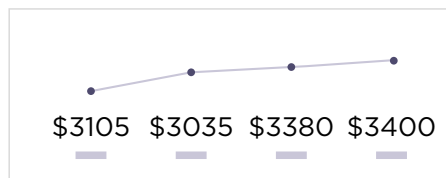
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MARKETPLACE



AVERAGE SPENDINGS



#2

Continuous improvement through data analytics

The future of manufacturing is powered by data analytics. Production data can be a valuable source of actionable insights that support decision-making to optimize processes and improve operational efficiency.

Advanced analytics can help spot patterns in historical data to **predict future outcomes and contribute to continuous improvement.**

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The predictive maintenance of Lectra's advanced cutting equipment maximizes machine uptime and reliability.

Launched in 2022, Lectra's Automotive Cutting Room 4.0 is one example of data-driven continuous improvement powered by analytics.

The group's pioneering IoT-enabled predictive maintenance has ensured smooth cutting-room operations for the fashion, automotive and furniture industries since 2007.

→ AUTOMOTIVE CUTTING ROOM 4.0

In the automotive industry, operational excellence has long been the goal, but today, the stakes are higher. Sustainability and agility are of paramount importance for both vehicle manufacturers and their supplier ecosystems.

Lectra's Automotive Cutting Room 4.0 solutions harness customer production data to provide insight and support decisions.

Connected cutting room equipment combines with powerful analytics and continuous improvement tools **to manage workflow, optimize resources, reduce waste, and gain greater business agility** for faster adaptation to changing market demands.

→ EMBEDDED PREDICTIVE MAINTENANCE

Lectra's IoT-enabled connected equipment enables fashion, automotive and furniture customers to get a clear picture of their manufacturing facility with **real-time data.**

Lectra's cutting-room equipment comes embedded with hundreds of sensors. Each machine is connected to Lectra's servers to monitor data from these sensors in real time. This enables customer support engineers at Lectra's Expertise Centers to spot issues **before a breakdown happens.**

Data collected are compiled monthly into a report that is sent to the customer for discussion during a scheduled meeting.



#3

Capturing and making sense of unstructured data

AI-powered data analytics are revolutionizing the way Lectra's fashion customers process product data, analyze market trends and satisfy consumer demand. Using AI to gather, measure and model data leads to the discovery of **valuable insights**.



Lectra's software solutions for the fashion industry

Informed decision-making enables greater business agility for faster adaptation to changing market demands. Lectra's expansive portfolio of software suites for fashion includes AI-enabled solutions.

Determining what products to bring to market, and tracking the extended journey of those products are top strategic priorities for fashion today, which makes those solutions important sources of critical data. **Retviews can allow brands to track competitor offerings** to capture market insight and competitive intelligence.

TextileGenesis can enable companies to document full transparency from fiber to finished product. And **Launchmetrics** can help brands control the narrative surrounding their products, image and reputation.



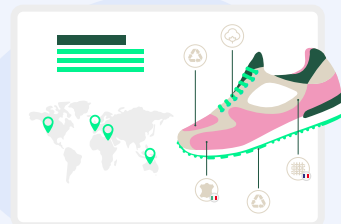
RETIEWS

Fashion benchmarking solution

Retviews' AI-driven retail data analytics enable fashion companies to uncover valuable insights and **accelerate their decision-making process**.

Lectra's fashion market intelligence solution **uses powerful AI technology** to track retail market data and the competitor landscape in real time. AI can monitor fashion assortments, price positioning and evolution across global markets, as well as individual product characteristics—such as garment type, stock levels, colors and fabric pattern recognition—faster and more accurately than a human being.

By automating competitive benchmarking, fashion brands can quickly identify gaps in competitor practices and adjust their pricing strategy.



TEXTILEGENESIS

Traceability solution

Lectra's traceability solution, TextileGenesis, enables fashion brands and fiber producers to digitally map the supply chain, **from fiber to the finished garment**.

TextileGenesis' rule-based AI engine powers granular traceability modelling that addresses both ends of the textile value chain, as well as networks of partners for certification.

The company issues digital tokens to trace and manage textile products, while the solution's technology platform guarantees the exchange and tracking of reliable, **secure data**.

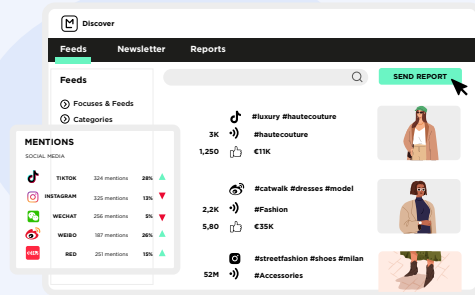


AI-ENABLED TEXTILE VALUE CHAIN MODELING

Over 300 fiber-to-finished-good “product flows” have been mapped and integrated into the TextileGenesis platform. Each of these product flows includes an estimate of the discarded material each flow generates.

The platform uses a **standardized data model and global traceability framework** that spinners, weavers, knitters and garment makers can use to upload data into the system to conduct transactions and record shipments.

An AI-driven rule engine applies specific scenarios relevant to textile processes. **The system is scalable** and can rapidly integrate new supply chain business models to accurately reflect real-world complexity.



LAUNCHMETRICS

Brand performance Cloud

Launchmetrics’ AI-powered Brand Performance Cloud provides **more than 1,700 clients** with the software, data and insights they need to connect strategy with execution.

For years, Launchmetrics has harnessed the latest AI technologies, including machine learning, natural language processing (NLP) and large language models, skillfully applying them to industry-specific contexts to ensure overall accuracy and relevance when benchmarking in the growing competitive landscape.

By tracking upwards of **700k influencer profiles, 8 million documents, and over 70 million** social media comments per day, Launchmetrics transforms this vast amount of data into actionable insights.

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Addressing current challenges head-on, their Brand Performance Cloud empowers clients to transform their brand strategies and initiatives into a meaningful competitive edge.



#4

Competitive advantage from data-derived insight

Today's consumers seek sustainability and transparency. To remain profitable, fashion brands must institute real change to win their business.

The fashion industry as a whole is open to change and **ready to take on greater accountability and adopt new practices.**

With the right technology and processes to enable seamless manufacturing and data-driven decision-making, sustainability and transparency can become the new standard, from samples to sales rack.



How Lectra helps you unlock the full potential of Industry 4.0

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution by providing innovative best-in-class technologies.

Today, we are accelerating our customers' transition to Industry 4.0 and revolutionizing the way they do business.

Innovation is a key component of competitiveness, and AI and data analytics will continue to play an important role as we offer customers a competitive edge through increasingly connected and automated solutions.