## Using Tukatech's suite of apparel technologies, the 11-year-old Indochine International is poised to realize \$1 billion in annual sales

With its 2004 launch, Indochine International, a China-based one-stop-shop vertical supply chain for men's and women's apparel and accessory design, sourcing and manufacturing, had its sights set on the big time. In its 11 years, it has indeed hit the mark, as annual sales have grown from \$15 million to more than \$500 million. Indochine is now aiming at \$1 billion in annual sales by 2020, according to Nishit Bapna, Indochine's managing director.

Along with its success, however, Indochine began to realize it had a problem. During this time of tremendous growth, the company had purchased various CAD systems for its many locations to help speed up product development—critical to its increasing volume. "Yet all our patternmakers were still making paper patterns," says Janet Xu, Indochine's director of U.S. operations. "Nobody could get our patternmakers to make patterns on computers."

Moreover, with its 18 (soon to be 19) factories, design and pattern rooms, and offices scattered on five continents, communication was becoming an issue.

"We had grown to such an extent that we knew in order to connect with our clients, our factories, our development offices, we had to

do better than what we were doing with emails, video conferencing, and FedExing samples," Xu continues. "We needed a digital platform."

That is where Tukatech and its founder, Ram Sareen, came into the picture. For 20 years, Tukatech has been providing the apparel industry with the most advanced and easy-to-use CAD/CAM, marking, and grading software systems as well as integrated plotters, spreaders, and cutters. With apparel design systems such as TUKAcad 2-D patternmaking, TUKA3D virtual sampling, and SMARTmark automatic marker, Tukatech has the ability to streamline and substantially speed up the production cycle of any company, big or small.



Indochine clients around the world



Now: Indochine using Tukatech software



Before: Patternmaking using paper and scissors

instantaneously to wherever production was to take place.

Once the Tukatech technology was launched, Sareen ex

Once the Tukatech technology was launched, Sareen explains, all of Indochine's sample and pattern rooms throughout its various locations were connected on one server, allowing everyone to use the same master template. "Since Indochine is not about cut-and-sew operations only, it is more an extension of its customers as an offshore design room," he continues. "The objective was to give quick service to the brands and retailers, get the first sample approved for fit." Combining Tuka3D's ability to create remarkably realistic virtual samples with Cloud solutions "helped bring the total cycle time from concept to final approval from 90-plus days to less than 7 days."

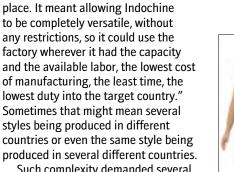
Additionally, Tukatech's easy-to-learn system, justly revered by its clients, made for a swift transition to digital for Indochine's recalcitrant patternmakers. "Within 30 days we got rid of all paper patterns in every location of ours," Xu notes. Indochine managing director Bapna was equally impressed. "We were very pleasantly surprised to see how they brought our Chinese-speaking manual paper patternmakers onto digital patternmaking within days. They've saved us a high percentage of workers and a lot in fabric consumption as well."

Moreover, says Xu, "The reduction of product development time allows us to do a lot more styles for more customers. Tukatech's information systems also helped our engineers, fabric buyers, and factories go to one server and view the status of each product and each process. Without Tukatech's help consulting and engineering, we couldn't have achieved these results in such a short time."

Sareen is not surprised. "What we have seen at so many of our customers, every one of them has been able to reduce product development time, and many of them are seeing 40 to 60 percent growth in business."

With Tukatech technology in place, Indochine is well-positioned to hit its billion-dollar mark.

"They are taking the pain away from their customers by adding a lot of value," Sareen says. "And, as technology providers, we are giving them total solutions."



Such complexity demanded several factors: first, that everyone in every Indochine facility around the world have the ability to be on the same page at the same time, and, second, that the speed to production be increased as much as possible to capture the evershifting market.

Sareen had 17 different teams of Tukatech technicians working in nine locations on several continents to pull together Indochine's vast network. They started by creating a central database of master templates for each and every Indochine customer at the company's product development headquarters in Hangzhou, China. As orders came in, those templates could be sent



Indochine 3D dresses

Product development is the oxygen of any apparel business. The objective is very simple: reduce the time it takes to develop products. Tuka3D and Global Collaboration via Tukacloud brought it down to 6 days from 90 days.

Tukacloud ought it down 6 days from days. —**Ram Sareen** 

And speed, as everyone in the industry is well aware, can be the difference between a successful company and

one out of business.

"Product development is the oxygen of any apparel business," Sareen says. "The objective is very simple: reduce the time it takes to develop product. TUKA3D and Global Collaboration via TUKAcloud brought it down to 6 days from 90 days."

Indochine's strategy, as Sareen saw it, was "to be totally global thinking, without being locked into one









