# Sage Business Cloud X3 ignites collaboration for Cofel

*Improving efficiency and productivity by uniting multiple systems*

A leading bedding manufacturer in France uses Sage Business Cloud X3 to centralize its multiple data processing systems into a single ERP solution, improving efficiency, boosting productivity and enhancing brand reputation.

**Key outcomes:**

- Multiple ERP/business processing systems unified into Sage Business Cloud X3, including manufacturing, logistics, finance, and customer services.
- Greater ability to track services from beginning to end of the sales cycle, improving customer services and ultimately company reputation.
- Productivity boosted through greater collaboration and enhanced internal communications, creating efficiencies across the company.

Groupe **Cofel**

Company
**Cofel**

Location
**France**

Industry
**Manufacturing**

Sage Products:
**Sage Business Cloud X3**

For more info, visit:
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*Cofel consolidated multiple systems into one with Sage Business Cloud X3*

**Background**

Cofel is the leading bedding manufacturer in France, employing more than 1,000 staff since its inception in 2003 and running four production sites across the region. Cofel's three brands – Bultex, Epeda and Merinos – all focus on different market sectors, and the firm prides itself on its innovation and technical prowess.

Cofel believes it contributes to the well-being of its customers by improving their quality of sleep through the design, manufacture and distribution of innovative mattresses, springs and bedding accessories, such as pillows and duvets.

Sébastien Alexandre, Chief Information Officer for Cofel Group, says the firm is proud of its heritage, which together with its reputation for high quality and recognized industrial expertise, gives the company a competitive advantage. "With three brands and four factories, we are the champions of Made in France," he says.

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### Unified information systems

The company has an ambitious growth strategy and was keen to maintain its market leadership through a seamless production process, smooth logistics and centralized information to ensure greater efficiencies.

However, the firm was running multiple, siloed databases for customers and logistics which meant employees had to spend valuable time transferring information, or manually putting data sets together outside the systems. This led to inefficiencies and reduced productivity especially around tracking and reporting. The lack of integration also meant teams worked disparately and internal communications were a challenge.

"To maintain our market lead, I wanted the production to be flawless, but also the logistics to flow," says Sébastien. He adds that the firm needed to unify their data across multiple systems and centralize the processing and storing of information. "This would allow us to scale-up our processes and better communicate the management information every business unit needs to do the best job possible, whether that's in the research team, in manufacturing, finance or customer services," he adds.

### Next-generation ERP

To meet these criteria, Cofel selected Sage Business Cloud X3 as its preferred solution. Due to the company's established expertise in manufacturing, this was the first module within the Sage X3 portfolio to be implemented.

Once the manufacturing element was completed, the company rolled out additional modules, such as finance, logistics and customer services. Implementation was completed within the timescales Cofel set, and training and rollouts were carried out at convenient times for the different business teams. "The scalability of the solution has allowed us to complete what was essentially a tailor-made project" Sébastien says.

*Better collaboration between departments is helping drive productivity throughout the business*

## "This has broken down barriers within our business, and means our teams are working together more effectively and more efficiently."

David Leseigneur, Chief Information Officer of Cofel

### Centralized systems

By unifying all the firm's databases and business processing systems and bringing them into the X3 platform, it means Cofel has a single system that allows the company to manage the customer, and the goods databases, as well as its workflows, all from one central place.

This has helped to modernize the entire logistics and manufacturing process and enabled the company to realize multiple benefits.

### Collaboration in real-time

One of the first benefits Cofel discovered with Sage Business Cloud X3 was an increase in productivity, according to David Leseigneur, Chief Information Officer of Cofel. What's driving this productivity boost is greater collaboration between departments and employees, he adds, particularly between the supply unit, the production department and the logistics teams.

Given the required speed and accuracy of Cofel's supply chain, having a single toolkit for sharing information means teams can collaborate in real-time. "This has broken down barriers within our business, and means our teams are working together more effectively and more efficiently," says David.

*Improving customer service through Sage X3 Cloud has enhanced Cofel's reputation*

# "It's not just the manufacturing departments that are benefiting from greater collaboration."

Patricia Pichard, Customer Services Manager, Cofel

### Improving customer service

And it's not just the manufacturing departments that are benefiting from greater collaboration, according to Patricia Pichard, Customer Services Manager, Cofel. With the unified Sage X3 system everything can be tracked and monitored, ensuring her team is more precise, operating faster, and a lot more productive, she says. This is having wider benefits across the business including improving customer services and enhancing Cofel's reputation.

"As the customer services manager, I have peace of mind knowing that the whole team has been brought together and everyone has access to the same customer information from start to finish. This enables us to respond quickly and accurately to our customers as soon as they ask us a question," she adds.

Cofel is focused on developing more customer-centric services in the future has already started several digital transformation projects to enable it to meet these goals. "For these initiatives we are totally relying on Sage solutions," concludes Sébastien.

### Sage Summary:

A scalable, global business management system, Sage X3 has been designed to support industry specific processes across finance, purchasing, inventory, manufacturing, and customer relationship management. Sage X3 manages all areas of your business in one solution. Modules within the system are parameterized and can be enabled as the demands of the business grow; providing a solution for the future.