

**PRIMA  
SOLUTIONS**  
From Aptean

SERAPHINE



**PRIMA HAS BEEN A  
LONG-STANDING, KEY  
STRATEGIC PARTNER  
FOR US, PROVIDING  
THE TECHNOLOGY  
NEEDED TO SUPPORT  
OUR AMBITIOUS  
GROWTH PLANS.**



Seraphine is an international, digitally-led maternity and nursing wear brand with a diverse range of innovative maternity and nursing products serving an under-competed global market.

Seraphine's products are designed and developed in-house by a team of 12 specialists with full ownership of the pattern making process. The team of specialist designers includes mothers whose personal experience helps develop solutions to the different stages and challenges of motherhood.

Founded in 2002 with a single shop on Kensington High Street, the business has developed into an internationally recognised brand with 8 flagship stores located across the UK, France and USA as well as concessions in selected Macy's stores.

In addition, the brand is currently shipped to over 120 countries, via ten dedicated e-commerce sites serving the UK, US, Europe and Australia, alongside digital partnerships with brands such as Zalando.

Seraphine was awarded the Queen's Award for Enterprise in 2015 and a second time in 2020, and has twice been named in the Sunday Times Fast Track 100 companies to watch.

Seraphine gained global recognition in 2013 when the Duchess of Cambridge wore a Seraphine dress for the first official photo with Prince George and now has many celebrity followers.

The brand is focused on growing both its Own Digital Platform and Digital Partnerships in order to enhance its digital marketing capabilities to drive greater traffic to its websites and increase its penetration of global markets.

The brand launched on the London Stock Exchange in 2020 to further support its momentum growth.

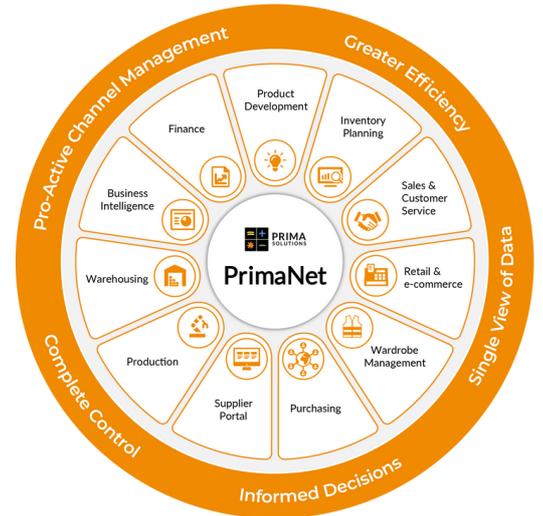


## THE PRIMA SOLUTION

With the success of the brand's web, retail and wholesale channels and the move forward to increase its international and domestic presence, the Seraphine team recognised the need to review their business processes for the next phase of business development.

One of the key criteria during the selection process was to find a solution provider who would work closely with them to establish the right business processes for their ambitions and deliver a proven, scalable platform to match. Some of the challenges they faced included:

- Creating an omni-channel approach through their many channels to market
- Seraphine had established a number of flexible trade agreements with their many suppliers and it was essential for a new system to be able to manage these and future agreements with ease.
- An efficient method of managing the numerous product requirements through the changing seasons
- Accurate and accessible business reporting
- Control over promotional activity with an easy method to tailor to different markets and channels
- Improved delivery times to customers
- Stock availability for its many channels to market



## THE PRIMA SOLUTION

Seraphine went live with the PrimaNet suite of software in December 2015, providing a complete omni-channel solution including:

- ▶ PrimaNet Order Management which sits as the heart of the Seraphine solution and is specifically designed to deliver efficient and effective process management across sales, purchasing and stock control functions, using an array of configurable features that are tailored to Seraphine's uniquely flexible trade agreements.
- ▶ Accurate and accessible business intelligence from PrimaNet allows the merchandising team to stock the most efficient balance, to give customers access to the right products in the right place at the right time
- ▶ Automated financial software which incorporates all channels of information with many processes, reduces the workload to bring efficient processing and true scalability for the dynamic business environment
- ▶ Our EPOS solution offers a wide range of replenishment plans, with complete process automation and integration throughout. The system will now automatically determine what stock goes to each store, thus increasing availability, customer satisfaction and retention for superb service



# THE IMPACT

PrimaNet has delivered a scalable IT solution to meet the expanding needs of the business and secure future growth. The industry-specific system enables complete visibility across all channels with tight stock control across their international supply chain. Combined with our specialist industry expertise and partnership approach, we were able to provide a fully integrated solution with tangible business benefits for Seraphine.

- PrimaNet acts as a central portal for integrations into Seraphine's different selling platforms including those used for the in-store concession in Macy's stores, and digital partnerships with Next and Zalando
- Following the changing trade agreements created through BREXIT, we provide the support needed for Seraphine's european warehouse operations based in Belgium which manage goods imported from outside of the EU that will not enter the UK market
- Our industry-specific product matrix makes life simple at Seraphine, supporting variable product requirements with the ability to change the seasons of products at individual colour level and provide exceptional customer service
- PrimaNet manages Seraphine's promotional activity centrally across all channels and markets, which can be date-activated against any given price list for unrivalled flexibility. Comprehensive promotion reporting also allows Seraphine to make the best strategic decisions for promotional activity going forward
- The powerful web supply chain has increased Seraphine's delivery timings immensely, with full integration between Seraphine's e-commerce sites and PrimaNet Order Management, customers can place an order and have their items delivered the very next morning!

## OUR COMMITMENT TO YOU

*Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.*

## GET IN TOUCH!

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*“One of the things we have really liked about the team at Prima is their ability to understand our objectives and to suggest process improvements supported by proven software. The integrated IT solution provides us with the platform we need to support our future growth.”*

**Chief Operating Officer**



To find out more about Seraphine, visit:  
<https://www.seraphine.com/en-gb/>  
Get in touch to discover how we can help your business succeed.