

IFS gives hela clothing tailored solution for the global market



Hela Clothing is a British-owned apparel manufacturer which has operated in Sri Lanka for more than two decades. Hela creates more than 100 million units of clothing annually, operating across 16 manufacturing, printing and embroidery plants, employing more than 11,000 people. It also recently expanded operations into Africa, including Kenya and Ethiopia, with further plans to set up operations in Mexico.

Hela required greater communication flow across the organization and with its customers

The Hela Clothing is a dynamic organization that has enjoyed rapid growth in recent years. In order to ensure its growth remained sustainable during this period of expansion, it required rigorous, consistent business disciplines and controls to be in place at all times.

Communication flow, in particular, was the greatest challenge to the business. With multiple facilities across the world, including design centers in the US and Sri Lanka, Hela needed to ensure that all processes, from the initial design phase to final delivery, were completely seamless. This data also needed to be shared in its entirety with the organization's key stakeholders without delay.

Hela's customer feedback was another key issue, it remains committed to a rapid response to all customer feedback—something the company considers to be a key differentiator in the market. Hela's customers give feedback frequently and have come to expect a certain level of service in this regard. Therefore, Hela required systems that could effectively accommodate these demands while also helping to improve overall service.

About Hela clothing

Hela is a clothing supplier to many of the world's top retailers, working with the likes of Calvin Klein, Tommy Hilfiger, Van Heusen, Vanity Fair, Marks & Spencer, Levi's, Tesco and more.

Its product portfolio ranges from adult casual and intimate wear to athletic apparel and children's school uniforms. Hela prides itself on technological innovation, maintaining a commitment to future-proof designs and production methods.

Benefits

- Improved operational efficiency
- Greater communication flow across the organization
- Reduced costs and increased revenue
- Streamlined decision-making processes
- Increase customer feedback response time

IFS solutions give Hela the data to drive the business forward

By implementing Finance, Merchandising, Procurement, Document Management and Business Analytics modules, Hela can now manage efficient communication across all of its plants, head office, design centers and all its overseas manufacturing facilities. Now, the organization works with multiple modules in IFS, from finance and merchandising to analytics and procurement.

A key benefit for Hela stems from IFS's ability to provide a tailored solution. Rather than implementing a standard system and have the organization operate around it, Hela could customize IFS Applications™ to suit its unique requirements. In turn, IFS systems have been implemented with potential future changes in mind, meaning Hela can readily adapt to new challenges and changes in the market. After implementing IFS Applications, Hela has become more efficient in communication across the company and its overseas facilities.

Upon implementation, all business decisions, from day-to-day operations to broader organizational strategy, are made more efficient by IFS Applications' capability to gather and assimilate data.

As a result, Hela has managed to reduce costs on everything from raw materials to overheads. IFS Applications also provide information on how to further reduce costs and increase revenue. Hela's internal target was to save \$1 million every year, and IFS's data-led reports are an invaluable tool for helping the company meet that objective.

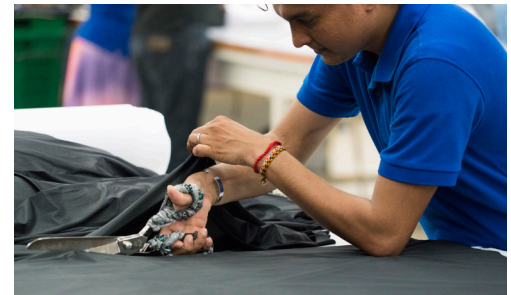
As Shameen Peiris, Director Finance, Hela notes: "IFS is a platform which will give us that information right on time. It keeps on driving the business in such a way that it can help the business with accurate information and provide that analysis of where we can improve."

With IFS, Hela can now operate on one integrated platform. Subsequently, it has been able to standardize and centralize many of its support services. This has helped to reduce costs and harmonize processes across the organization.

Hela has also been able to adapt to the challenge of increasing customer response time. Team members are now equipped with the right information to respond to customers without delay. Shameen Peiris explains: "Speed and flexibility are two words that go hand-in-hand with the apparel industry. IFS provides the solutions so that we can react to customer demands in a faster, more flexible way." IFS Solutions have enabled Hela to keep up with the dynamic pace of the industry. With aligned, integrated processes in place, the organization is able to operate in a more streamlined and agile way.

IFS has helped us to wipe out most of the manual functions and implement system solutions. We are a fast-growing organization and we are looking forward to going public. IFS will be our partner in that journey and make sure that we achieve our objectives."

Shameen Peiris, Director
Finance, Hela



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Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

