



The Company

Founded in 1975 with headquarters in Italy and operations throughout Europe, Merloni Elettrodomestici is a leading European supplier of household appliances such as refrigerators, stoves and washing machines under the brand names Ariston, Indesit, Scholtes and Stinol. With 21 subsidiaries and 11 manufacturing facilities, Merloni Elettrodomestici delivers more than eight million units a year. By focusing on quality, technical innovation and customer needs, Merloni Elettrodomestici has become the third largest of the seven international companies that share 90 percent of the European household appliance market.

The Challenge

Merloni Elettrodomestici's dramatic growth and various acquisitions necessitated an organizational transformation including a new infrastructure backbone that would support the integration of core business processes and a streamlined information flow throughout the organization. Moreover, consumers of home appliances demand ever-increasing technology and design innovation. Speeding the design and development process by involving all necessary participants—including suppliers—at the earliest possible stage was imperative.

Consumer Products

The Success

- **Shortened Response Time**
Merloni Elettrodomestici significantly reduced the amount of time required to design, develop and distribute new products to market.
- **Improved Bottom Line**
By streamlining its internal business process and extending those benefits to suppliers and users throughout the product lifecycle, Merloni Elettrodomestici delivers the right product to the right customer at the right time, improving customer performance.
- **Enhanced Collaboration**
Sharing information throughout all divisions and subsidiaries of Merloni Elettrodomestici throughout Europe in the user's native language ensures dispersed teams can effectively and efficiently collaborate for better and more creative designs.

The Story

"MatrixOne's top quality technology, expertise and ability to meet deadlines were the key success factors at Merloni Elettrodomestici. We are confident that the established partnership between our companies will lead to a long term satisfaction for Merloni Elettrodomestici as well as our customers and users."

Mauro Viacava
CIO

The Merloni Elettrodomestici management team meticulously defined the organizational shifts required to gather additional effectiveness and efficiency from the company's methods and processes. In 2000, the company began the business process reengineering, targeting four key goals: streamline and integrate the core business processes; optimize information flows throughout the organization; create or redefine job descriptions to match the needs of an Internet-enable company; and shorten the company's response time to customers and suppliers to Internet time.

Merloni Elettrodomestici was acutely aware that reaching these goals in a timely manner would assure the company of maintaining its 20-year leading-edge position as well as providing a platform for a fully integrated extended enterprise e-business implementation. Technical requirements for Merloni Elettrodomestici's product lifecycle management system included: an online catalog that could more quickly and accurately serve customers and suppliers as well as internal employees; extension of the redefined business processes to customers and suppliers; full replacement of the legacy systems; a technology infrastructure for supporting future projects on the Internet; and a method for accelerating back-office management to enable true e-business.

To deliver on product lifecycle management system that was highly flexible and could be rapidly deployed. "An extremely fast implementation, flexibility, top quality support and a true partner relationship were our top priorities," explained Mauro Viacava, CIO of Merloni Elettrodomestici. "By innovating and delivering new products to market more quickly and in line with consumer demands helps us to realize unquestionable competitive advantages."

The Solution

Accelerating Project Implementations

Merloni Elettrodomestici selected MatrixOne® as a trusted partner for the quality of its people, its focus on customer success and the proven capabilities of its product. "MatrixOne promptly replied to our challenge, delivering a successful proof of concept in just two days," said Viacava. "Our key requirement was to accelerate the implementation of our project. MatrixOne delivered our solution in just three months."

About MatrixOne

MatrixOne, Inc. is changing the way the world brings products to market™ by helping customers to accelerate the right products to market profitably. Committed to the success of innovative companies, MatrixOne, together with its partners, offers product lifecycle management (PLM) solutions that enable enterprises to reduce costs, speed innovation, and maximize revenues across global value chains. MatrixOne's approximately 600 global customers represent the aerospace/defense, automotive, consumer products, general machinery, high technology, and life sciences industries, and include GE, Procter & Gamble, Philips, Siemens, Agilent Technologies, Johnson Controls, and Honda. A global corporation, MatrixOne is headquartered in Westford, Massachusetts.

eMatrix™ has become both a key marketing and product lifecycle management tool throughout Merloni Elettrodomestici, replacing all legacy systems in these areas. eMatrix coordinates all product-related information sharing and collaboration throughout all of the subsidiaries and manufacturing facilities within Merloni Elettrodomestici. eMatrix also manages the information for the new online catalogue for Merloni Elettrodomestici's customers.

To accomplish these tasks, eMatrix validates all data exchanged between R&D, central and regional marketing and sales personnel to ensure all parties review only the latest versions. The eMatrix e-business platforms and Collaborative Web Interface (CWI) enable users from different groups and organizations to access pertinent information online. Multi-language attributes ensure the eMatrix solution is effective and easy to use throughout Europe. Consolidation of all data into one location in eMatrix, which is then easily accessible to all Merloni Elettrodomestici divisions and subsidiaries, reduces the time required to make engineering changes and eliminates common version-control errors.

The Bottom Line

Through partnerships with MatrixOne and others, Merloni Elettrodomestici has transferred to the Internet the entire concept of external relationships — clients, suppliers, distributors, journalists, investors, analysts, industry associations, and consumers. Merloni Elettrodomestici's Internet start-up, Adrialab, has created a structure for developing its own online business and for providing consulting and development of online business between small and medium sized companies. Real time services for all company interlocutors from clients to investors, management of orders by an increasing number of clients, and interactive catalogues are the main online activities. The eMatrix product lifecycle management tools manage the back-office information that is critical to production and sales decisions.



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