Customer Profile

Bluegame expands both product volume and customization capabilities with Infor

Facts at a glance

Solution: ERP
Products: Infor VISUAL
Industry: Industrial Manufacturing, Shipbuilding
Country: Italy

"Infor enabled us to quickly respond to change requests on external superstructures and internal layouts without disrupting our business."

—Daniele Telara, Head of Purchasing, Bluegame

Challenges

- Broaden the company's product offerings, both in terms of volume and customization.
- Standardize production processes for economies of scale while continuing to support the personalization requests that make its products unique and its customers loyal.
- Train new employees quickly yet fully in a complex operation.

Benefits

- Selected Infor™ VISUAL, a flexible system from a vendor experienced in the nautical industry, with the help of Be Solutions Spa, an Infor partner.
- Saved time and controlled costs by replicating production processes, personal data, and work patterns across product lines.
- Gained the ability to review and optimize a production order related to a specific serial number for extremely detailed customization.
- Made complex data intelligible to non-experts, facilitating order management and allowing new employees to get up to speed quickly, through a user-friendly graphic interface.

About the company

Bluegame is the brainchild of Luca Santella, an architect and Olympic sailor, and Carlo Bonomi, an offshore champion. Their yacht design combines a safety guarantee, thanks to a one-of-a-kind hull and layout; comforts such as large outdoor living spaces; the utmost personalization; the use of best construction processes including infusion; and top of the line materials such as carbon steel. The first model was presented in 2004. The company offers three models ranging from 40 to 60 feet. To learn more, visit www.bluegame.it.

"Our partnership with Infor allows us to best leverage our strategic experience in the shipyards market to support the business realities in this sector."

—Filippo Lux, Industry Sector BU Manager, Be Solutions Spa

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