

Case Study

Versace has designs on API!

Legendary Italian designer Versace is the latest world famous organisation to switch to Atlas SDX for secure, low cost internal and external exchange of business critical information.

Versace is one of the world's leading international fashion houses. It designs, markets and distributes luxury clothing, accessories, fragrances, makeup and home furnishings under the various brands of the Versace Group.

Versace collections are distributed through a network of 240 exclusive boutiques, over 150 dedicated spaces in major department stores and duty-free areas, as well as a number of selective multi-brand boutiques in 60 countries.

The SDX system's secure file transfer technology enables the reliable transmission of highly confidential and crucial information – in particular its unique clothing designs – between Versace in Milan and its global network of stores, suppliers and manufacturers.

SDX is so easy to implement that, with little assistance from Atlas, Versace remotely installed SDX connection software at 41 of its locations in eight countries within one 24 hour period.

Within a week, the Group's Italian headquarters were exchanging more than 3,000 files per day between Versace locations around Europe and the USA. Going forward, a roll out of SDX to the entire Versace network is gathering pace.



A Versace spokesperson said:

"We are pleased to have entered into this arrangement with Atlas. We recognised that SDX provides the speed, security and simplicity that we need to communicate effectively and with confidence between the hundreds of our locations around the world.

"We look forward to a fruitful business partnership over the next three years."

Atlas Products International Managing Director Allan Gray said: "Naturally we are delighted that a global brand such as Versace has recognised the quality and security of SDX.

"The material being transmitted is hugely commercially valuable and SDX provides the peace of mind – and speed of data transfer – that is critical to businesses like Versace.

"I like to think that the best has chosen the best!"

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