

“LA MARZOCCO SRL. Project co-financed under Tuscany POR FESR 2014-2020”

Project title: **LUXURY MADE IN TUSCANY**

Acronym: **GI-INFO-PLM**

La Marzocco Srl has decided to undertake a process of organizational change and process that starting from the design and production department, with the support of advanced information systems, will flow to all other business areas, improving work processes, productivity, and product quality.

Scope of the project has been to provide tools to all the actors involved in the business process (users, suppliers, customers) to find and share all the necessary product information throughout their life cycle through the implementation of a Product Lifecycle Management (PLM) system and product traceability where business processes and people are able to coordinate all aspects of the "virtual" and real life of a product from design to post-sales support. Product Lifecycle Management is not just a set of management and organizational practices supported by IT technologies but is rather a new business philosophy that involves a different approach to managing information and organization. The possibility to historicize all the information about the product life cycle (starting from analysis and preparation of requirements, design, production, distribution, after sales service, spare parts supply and beyond), creating a "Digital backbone" will allow all actors to collaborate in real time and enable the company to share and exploit its heterogeneous intellectual capital.

Through the realization of the project, La Marzocco will benefit from important advantages that will enable it to increase its competitiveness on the reference market:

- Reduce time-to-market: by sharing consistently updated information, faster decision making, as well as total control of development and production;
- Increase in revenues: as a result of the ability to develop innovative products and seize new market opportunities and as the effect of reducing time-to-volume, aimed at meeting any new customer needs in a very short time;
- Cost reduction: due to improved change management, linked to the ability to monitor and evaluate projects along product lines, resulting from better control of plant and equipment maintenance;
- Product quality improvement: thanks to an integrated quality control system that includes product development, production, and maintenance processes;
- Increased customer satisfaction: thanks to the offering of innovative and customized products, exactly as required by customers and through excellent maintenance services.

It will also be crucial for the company to make product life cycle information available to all actors involved in business processes by linking the supplier's information to the product. Having data always available and interrogative will lighten and optimize the work of the operators, with positive impact on corporate productivity.