

Ilusión, Fiorentina & David's Bridal open the door for digital transformation in fashion with IBM

The Mexican company Diltex is innovating the fashion industry through IBM Services solutions, gaining competitiveness and cost savings while accelerating its digital journey

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MEXICO CITY, Nov. 15, 2018 /PRNewswire/ -- Diltex – the Mexican company owner of Ilusión & Fiorentina labels, sales agent of Vanity Fair Brands and franchisees of David's Bridal in Mexico – and IBM (NYSE: [IBM](#)), announced that the fashion company is improving customer experience and strengthening its production, distribution and commercialization processes through digital transformation.

Today, technology globalization and the proliferation of disruptive technologies encourages companies to transform their business models to provide improved client experiences, as well as innovative and omnichannel services. According to OECD, 25% of the global economy will be digital in the next five years*. In this scenario, the use of new technologies becomes key to ensure competitiveness and high performance.

In the transformation of the fashion industry, information technologies have become a key differentiator to boost innovation and agility, helping to build an infrastructure that allows managing, connecting and securing the information and data needed to improve client loyalty and the efficiency of the business. With innovation as main driver of growth, Diltex has anticipated those changes. Today, thanks to this initiative, Diltex has ensured high availability of its technological infrastructure, as well as virtually unlimited growth of its operations and digital transactions.

"Our customers are our main focus. In Diltex we have set ourselves the goal of serving our clients in any channel they wish with a unique experience," says Ricardo Segón, Diltex IT Director. *"Omnichannel plays a fundamental role at this point, because either via web, mobile or physical store, people want to connect with the brand and have a homogeneous experience. Today, IBM is responsible for our technological infrastructure to help make our internal processes more efficient, what is translated in better care of our customers,"* adds Segón.

Diltex maintains a strategy that seeks to give consumers a greater number of points of contact with brands and live, in that way, a great experience that allows the company to continue increasing loyalty, through an omnichannel experience.

To achieve this, Diltex implemented an IBM technology services solution that includes data center and process contingency capabilities in a service environment in a private cloud, which provides flexibility, capabilities to support business applications and transformation of its business operation in stores, in addition to allowing the deployment of the new digital point-of-sale application.

"Diltex has already begun the path of their transformation, implementing a comprehensive strategy that

includes not only renewing the customer experience, but strengthening its entire technological structure to streamline its internal processes, maximize revenue and reduce costs," says Eduardo Sarmiento, IBM Mexico Services Director. "With this project, we are helping Diltex build and run a technology environment that is protected and easier to implement, with the final customer in the center of their strategy."

With this agreement, Diltex seeks to appropriate the transforming capabilities of technology, to generate experiences that can give more value to its customers and employees, and encourages its growth in Mexico, the United States and Central America.

**Study: "OECD Perspectives on digital economy"*



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