

LookCycle chooses Scaleflex and Akeneo to scale management of its visuals and international products



Industry:

E-commerce

Size:

500 employees

Headquarters:

Nevers, France



Yannick Hermat

Head of Digital Transformation

KPIs



Centralised resources
on a single platform



Analytic functions
to pilot results

Look Cycle groups the emblematic brands Look and Corima. They are the incarnation of an exceptional knowledge of French sport. For them, sharing information relating to their products to resellers and clients internationally poses a major challenge.

To face this challenge, the brand has implemented **Scaleflex's DAM**, a solution that enables them to create **unique visual experiences** and uplift their brand worldwide.

- Visual assets centralised on a **single platform**
- Quick and **seamless communication** with ambassadors
- **Integrated portal** to handle resource management

“ *Thanks to the formation workshops it was very easy to start using the solution. All of our specific demands were deployed outside of the roadmap in a few weeks. We've appreciated how they take our demands in consideration, and the quickness in finding solutions.* ”



LookCycle chooses Scaleflex and Akeneo to scale management of its visuals and international products

The challenge

A few years ago, Look Cycle embarked on a major **digital transformation**. Problems linked to product information management have prompted the company to review its organization, as well as the way it distributes resources, which until now had been managed via SharePoint.

With over 2,000 product references, thousands of assets, and hundreds of reseller partners worldwide, Yannick Hermant, digital and IS manager at LookCycle, quickly realized the need to implement an **asset management solution as well as a PIM** within the group's information system.

The solution

In essence, Look Cycle wanted to improve the **product experience** delivered to its customers. On the one hand, by being able to offer its dealer partners the same level of information, with **quality resources**, and on the other, by helping to create a high-end brand image internationally.

The Akeneo PIM solution initially met Look Cycle's initial need for information management. But very quickly, more specific needs emerged for the **management and distribution of visual resources**. Scaleflex was proposed by the Synolia agency to meet these needs.

Key benefits of implementing Scaleflex:

- Centralized, **harmonized digital resources** on a single platform.
- Resources that are easy to import thanks to Airbox functionality, which enables Look Cycle ambassadors to import content easily, quickly and securely.
- Resources available in an **integrated portal**, with analytics to monitor partner connections and asset usage.

Read more success stories [here!](#)

LookCycle chooses Scaleflex and Akeneo to scale management of its visuals and international products

“ *I'm a proponent of a MACH composable ecosystem, which gives us significant flexibility and scalability. We remain a medium-sized company, with the need to create a solid ecosystem capable of supporting future growth.* ”



Yannick Hermat

Head of Digital Transformation

The Company

Look Cycle, which brings together the emblematic **Look** and **Corima** brands, embodies the exceptional expertise of French sport. With innovative, **high-quality products** made in France and linked to the exploits of great cycling champions, the brand is present in 75 countries.

