eBIZ & GCS – Fashion-Forum

Frankfurt, 19th of September 2018

Munich, Germany in July 2018

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Co-funded by the COSME programme
of the European Union

Conference background – What the eBIZ conference is about

Where do we stand – why do we need the conference?

Due to Digitization, Industry 4.0 and/or the Internet of Things the world increasingly turns into a gigantic network where seamless communication on all levels of interaction becomes a critical success factor.

In our daily life the “data exchange reality” along the whole fashion supply chain from “Cotton to Hanger” is rather poor and majorly dominated by manual processes - creating unnecessary costs, mistakes and loss of urgently needed time-to-market speed. An increasing number of (often specialized) IT systems additionally creates exploding complexities and costs.

Looking a bit closer into potentials within collaboration mechanisms beyond company borders, in a way our sector today stands at the same point like e.g. with RFID 15 years ago.
Many relevant and valuable bits and pieces do exist - but they don’t match well, yet.

Just 2 prominent examples:

- EDI and Tracking & Tracing standards exist - but are rather suboptimal in use.
- RFID component prices are at the low level, that many stakeholders demanded for years - but the critical mass is missing.

So how can we change this situation with minimal efforts, a maximum of speed and without reinventing the wheel?

What we already know for sure is that it won’t happen by itself and that any coordinated effort will require some kind of Digital Master Plan defining a joint strategy and this way allowing a professional work environment to be able:

a. to identify the necessities in a structured way and

b. work on the obstacles in a collaborative way (and by sharing resources this way).

As part of a running project (eBIZ 4.0), the European Union is currently investigating the question, to which extent an existing reference architecture (eBIZ Reference Architecture - http://ebiz-tcf.eu/ - relatively unknown in Germany but prominent in France and Italy - could be such a “platform” or Digital Master Plan.

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Conference background – This is what the eBIZ conference is about

Short description of the scope of the conference

Together with you, we want to gather with an international group of Sector Associations, IT providers (ERP/CAD/PLM) and other Sector experts (Material Suppliers/Manufacturers/Brand Owner/Retailer) to evaluate the following questions:

1. **Do we need such a Digital Master Plan** as best practise for the global fashion sector to professionalize our collaboration and data exchange mechanisms and this way speed up Digitalization within our companies and reduce our complexities and reduce costs?
2. **Does the eBIZ Reference Architecture has the necessary potential** (by itself or possibly by combining the eBIZ Reference Architecture with existing coordinated frame activities like e.g. RAMI/Industry 4.0) to be the foundation for a Digital Master Plan for our sector (upstream & downstream, real time & easy)?
3. **Do we have the confidence** of being (by collaboration) capable to identify what is needed, pick the right elements from what does already exist and bring it all together in one strategy and form to define such a coordinated framework?
4. **Are we willing to collaborate and invest some resources** in an operative structure, in which small teams of experts work on synchronization activities where needed and create missing elements to fill gaps if necessary?

Our international eBIZ conference will take place on 19th of September 2018 in Frankfurt, Germany.

We will prepare all necessary information in a way that “Non-IT-Professionals” will be able to follow and make valuable contributions.

If you are a Managing Director or the responsible Manager for this topic and if you are interested in experiencing

a) what cost cutting potentials and method tools already exists and

b) where possibly approaches are already recognizable to bringing clarity into the large" digitization fog“,
then you can contribute - even without deep IT knowledge – and share with colleagues your wishes and suggestions in the context of this conference and by doing so create and shape a new and coordinated Digital Sector Strategy.

We are very much looking forward to seeing you in Frankfurt!

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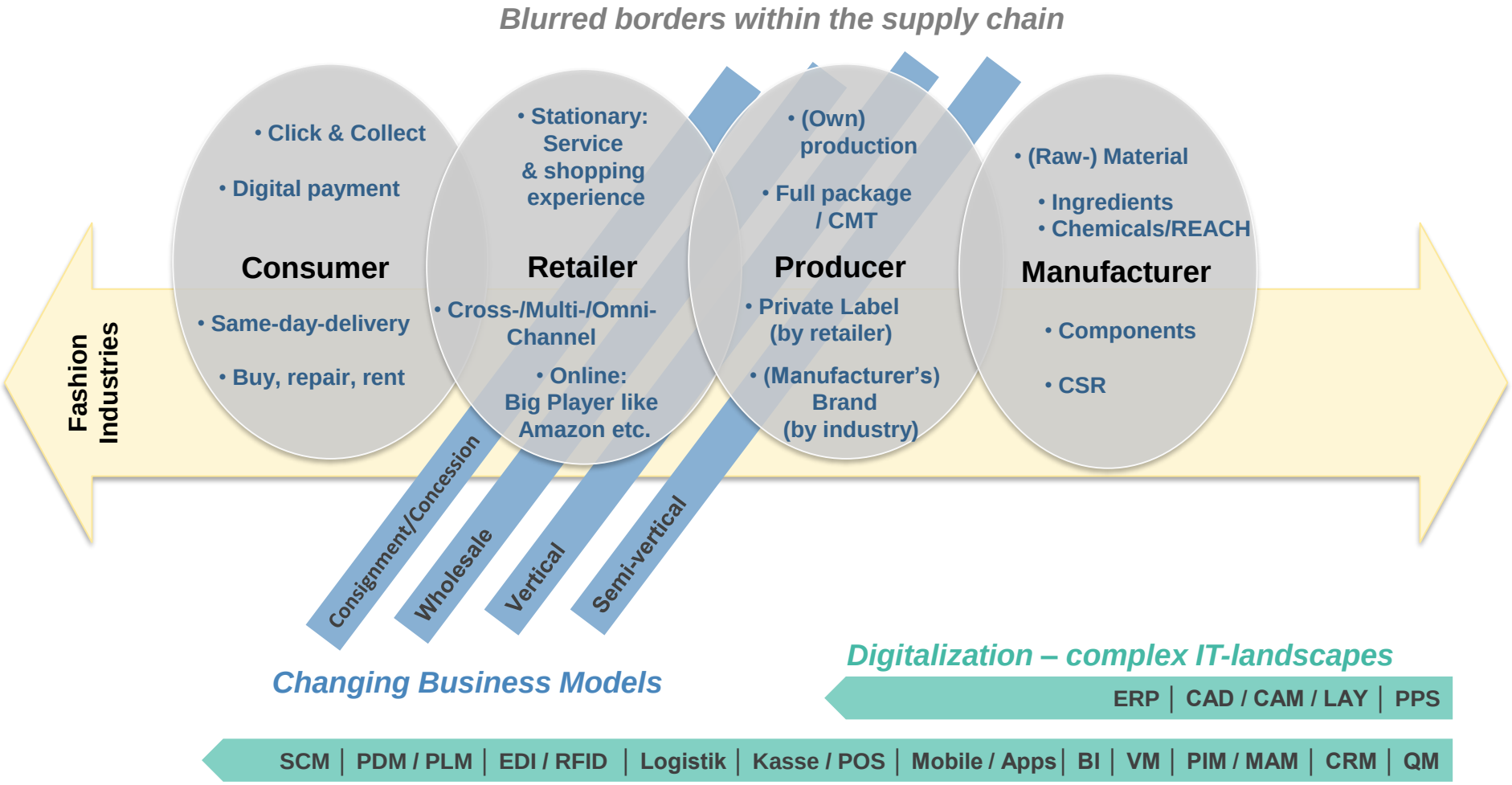
Background of the conference – Description of solution approaches – market background

Especially the current interlinking of different levels of the fashion industry, as well as the resulting interconnection of different IT-systems, are a big challenge.



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Our Vision

If miracles would happen….

Mastering the complexities in the international fashion industries through collaboration, the joint development of suitable structures and digitization,
to proactively turn heterogeneous distributor-supplier-networks into a competitive advantage - with a focus on the consumer.

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Background of the conference – development of eBIZ reference architecture

The eBIZ 4.0 project of the EU aims to increase the level of data exchange, especially at SMEs in the consumer goods industry.

20..

Simple communication

Efficiency

Time-to-market

2007

eBIZ TCF

Started by the European Commission (DG Grow):

- eBIZ = homogenous reference architecture, in which companies are able to exchange data and orders between different systems

2013

The Architecture changes in 2013

Modification based on CEN eBIZ Workshop:

- Considering the requirements of digital communication

2018

eBIZ 4.0

Next step eBIZ 4.0:

- eBIZ 4.0 should create IT solutions by using an SOA-approach, which combines the advantages of the electronic language eBIZ with those of the RFID technology.
- Goal:
  - Increase traceability of products by adopting RFID
  - Manage n-tier in CMT subcontracting
  - Decrease barriers of data exchange with external providers

Quelle: eBIZ initiative for harmonized eBusiness

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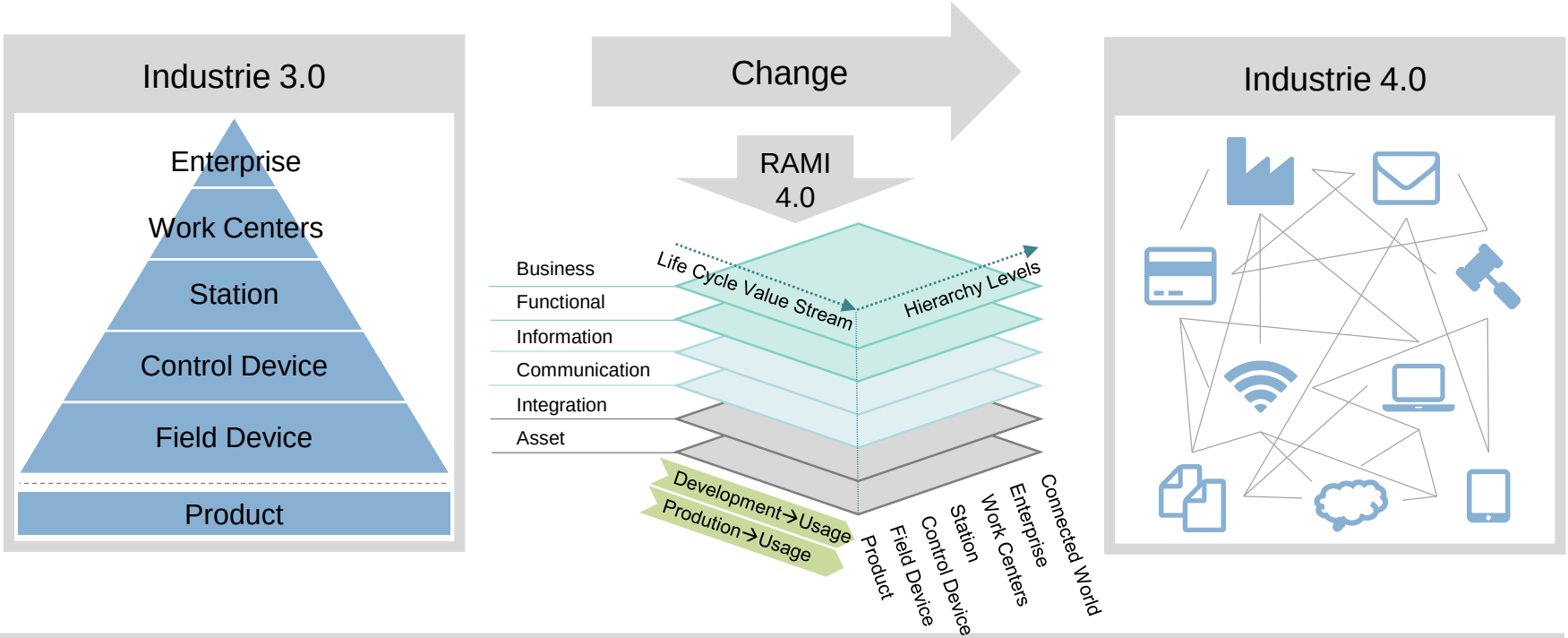
Background of the conference – how do other industries work like?

In other industries, standards already exist that are comparable with eBIZ 4.0.
Starting in automotive and manufacturing the Reference Architecture Model Industry (RAMI 4.0) is supported by the German Government to be the ONE, central uniform communication structure for all industries.



RAMI 4.0:

- Is driven by major industries' associations (Bitkom, ZVEI; VDMA, VDI and standardization bodies like e.g DIN).
- Is a three-dimensional regulatory framework, with the description of guard rails for the realization of Industry 4.0
- Merges all elements and IT-relevant components in a layer and lifecycle model.
- Is a service oriented architecture,
- Divides complex processes into manageable packages.
- In the process to be established as a general industry standard by CEN (European Committee for Standardization).

Quelle: Bundesministerium für Wirtschaft und Energie; 2017

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Agenda

At 9:00	Arrival of the participants and welcome coffee	
9:30-10:00	Welcoming and short introduction of participants	A. Schneider (GCS Consulting)
10:00-10:30	Short intro about the scope of the conference ▪ Current market situation in Germany in terms of data exchange ▪ Results of our interviews ▪ Aggregation of the problem map ▪ Connection to the presentation of the eBIZ reference architecture	Andreas Schneider (GCS Consulting)
10:30-11:00	Short presentation of the eBIZ reference architecture ▪ History and background (Specialties of eBIZ & eBIZ 4.0) ▪ Current situation regarding relevant user-groups ▪ Focus of the running EU-project (goals, participants, subprojects) ▪ Short Q & A session	• Piero de Sabbata (ENEA) • Mauro Scalia (EURATEX)
11:00-11:15	Short Coffee break	All participants
11:15-12:15	Presentation of practical examples ▪ What is HUGO BOSS AG doing in terms of upstream data exchange ▪ Report about positive experiences and show-stoppers ▪ Short Q&A session ▪ eBIZ experiences - from the audience.	• Tobias Kalthoff and Roland Haucke HUGO BOSS AG • Space for experiences from the audience.
12:15-13:15	Lunch with opportunities for exchange of views & opinions	All participants
13:15-14:30	Presentation of first ideas for methodological solution approaches ▪ Closer Look on existing tools (EANCOM extension activities/EPCIS/RAMI etc.) ▪ Overview of potential regulatory frameworks/architecture ideas and scenarios ▪ Opportunity for discussions	Andreas Schneider (GCS Consulting)
14:30-14:45	Short Coffee break	All participants
14:45-16:00	▪ Introduction of a potential Textile Sector Group DIGITAL ▪ Opportunity for discussions ▪ Ideally: definition of concrete tasks & to-dos	Andreas Schneider (GCS Consulting)
16:00-16:15	Summary and farewell	

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Registration form

eBIZ Fashion Forum
Participation terms and registration

TARGET GROUP	Executives, Senior Management and Digitalization Officer
CONFERENCE LANGUAGE	English
LOCATION	Frankfurter Botschaft (Restaurant), Frankfurt am Main
	Westhafenplatz 6 - 8, 60327 Frankfurt am Main; 700 meters away from Main Train Station in Frankfurt (walking distance!)
DATE	Wednesday, September 19th, 2018
	9:00h am – 16.30h pm
CONFERENCE FEE	€ 150,- + 19 % VAT per person.
	The conference fee includes the conference documents, beverages and snacks.
ORGANIZER	GCS Consulting GmbH
SUPPORTER	ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development
	EURATEX - European Apparel and Textile Confederation
FURTHER INFORMATION	The reception will open one hour before the beginning of the conference. There you can find your name tag, which is also valid as entrance ticket and can be picked up at the counter.

Disclaimer: The content of the conference and related materials represent the views of the authors only and their sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Registration form

eBIZ Fashion Forum
Participation terms and registration

- The number of participants is limited. **Please note: registration by first come – first serve.**
  In case of cancellation within the last 7 days before the conference the full amount of the conference fee needs to be paid. In case of cancellation within the last 8 to 14 days before the conference, 50% of the conference fee will be charged. **As space is limited please do not book your transportation and/or accommodation before receiving your confirmation or the invoice!**
- Once we have received your registration, we will send your confirmation of attendance including the invoice by E-Mail (not later than 4 weeks before conference). Please send the filled registration form to the following E-Mail address: accounting@gcs-consulting.de .

Attendee 1:	_____ Name	_____ Position	_____ E-Mail address
Attendee 2 :	_____ Name	_____ Position	_____ E-Mail address
Invoice address:	_____ Company name	_____ Street name & number	_____ Name of city & postal code
	_____ Company stamp & signature		

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