International Fashion Brand Relaunches in Less Than a Year with Help from Progress

November 5, 2018

RNF expands use of Progress OpenEdge to create integrated back office and front office systems, built from the ground up, for Mexx International B.V.

BEDFORD, Mass.--(BUSINESS WIRE)--Nov. 5, 2018-- Progress (NASDAQ: PRGS), the leading provider of application development and digital experience technologies, today announced that the owners of RNF, a Dutch holding company for footwear, fashion accessories and apparel, have expanded their use of Progress® OpenEdge® platform with the recent relaunch of acquired global fashion brand, Mexx. With Progress OpenEdge, RNF has replatformed Mexx's mission-critical business applications in order to launch a new fashion line to retailers in less than a year.

Acquired in August 2017, Mexx is a fashion house that at its prime reached $1 billion in revenue. Purchased by the owners of RNF and rebranded Mexx International B.V., Mexx International wanted to rebuild the company from the ground up with the mission of being a global brand, inspired by product design, outstanding store/online experiences and superb marketing. The owners of the project wanted the relaunch to take place in less than a year.

As part of the RNF's initiative to relaunch the Mexx business, the new owners had to rebuild the mission-critical applications supporting their retail sites as well as their online presence, to provide the technology foundation necessary to meet their business goals. Having previous success with Progress OpenEdge, RNF and Dutch Progress partner Reflecta, a supplier and implementation partner of XL-ENZ Fashion ERP, leveraged the application development platform to rebuild and integrate the systems necessary for launch – including order management, wholesale purchasing, logistics, and more. These applications were able to integrate with all aspects of the business, both frontend and backend, to enable Mexx to compete with the big players in the market.

"The first milestone of the rollout of our new strategy was the launch of our Spring/Summer 2018 fashion collection," said Ferry Helmer, CEO, Mexx International. "Within a very short period, we had to build and implement the platforms necessary to help launch our new collection. Thanks to Progress OpenEdge, not only were we up and running on launch day, but the platform integrates with all of our systems – both homegrown and third-party technology – to provide our customers with a seamless shopping experience."

The new complete back office system, powered by Progress OpenEdge, encompasses warehousing, finance and logistics, and is fully integrated with the front office through the OpenEdge WebClient, an ABL GUI client that enables the deployment of OpenEdge applications remotely. In addition, through integration with external business tools, the platform supports sales, BI and reporting functionality. It enables easy access to inventory data and can sort and filter products based on a multitude of criteria. Employees can also check the availability of products and generate tailored reports.

"We are excited that RNF chose to expand its use of OpenEdge to drive the success of the Mexx brand," said John Ainsworth, SVP, Core Products, Progress. "The right application platform is key for enabling the success of digitally driven businesses like Mexx. Organizations need technology that offers complete reliability, helps them stay flexible, and will grow with their business. That's what Progress offers."

Additional Resources

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About Reflecta

Reflecta provides and implements solutions specifically tailored to the needs of the fashion industry. With its products and services, Reflecta aims to help domestic and international companies.

Reflecta is investing a lot in building solid expertise in this market, which is of a strategic importance. Reflecta is a supplier and implementation partner of XL-ENZ ERP software.

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

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Progress
Kim Baker, +1 888-365-2779
pr@progress.com