Brandix accelerates growth and international expansion with Infor M3

Brandix, the largest employer in Sri Lanka's export industry and declared "Exporter of the Year" at the country's 2018/2019 Presidential Export Award ceremony, operates apparel manufacturing units in Sri Lanka, India, Bangladesh, Haiti, and Cambodia. On a journey to deliver **Inspired Solutions** at every point of its operations, Brandix continues to develop, manufacture, and market end-to-end apparel solutions to world-renowned brands, while inspiring sustainable development in the communities it operates in.

Headquarters
Colombo, Sri Lanka

Industry
Apparel manufacturing

Employees
Over 60,000

Infor product
Infor M3®

Website
brandix.com

❝ **With the support of Infor M3, we have been able to sustain the company's growth and expansion over the last decade.**"

SURENDRA KARUNAKARAN
Chief Information Officer (CIO), Brandix Apparel Limited

Accelerated growth and expansion

When Brandix first selected Infor® as a partner in 2007, the company's apparel manufacturing was primarily taking place in Sri Lanka. Brandix replaced a "homegrown" ERP system with Infor M3, vastly improving visibility and financial control throughout the business—while also empowering senior management to better manage more complex, international business processes. This enabled Brandix to grow at a much faster rate, with the company expanding its business to India and Bangladesh, tripling revenue, and facilitating a tenfold increase in customer purchase orders.

"We used to receive a smaller set of orders with larger volumes, but it has drastically changed to a much larger number of smaller order volumes," explains Surendra Karunakaran, CIO of Brandix. Karunakaran continues, "With the support of Infor M3, we have been able to sustain the company's growth and expansion over the last decade."

With Brandix's expansion into India and Bangladesh, M3 helped Brandix ensure a smooth flow of operations while enabling better visibility. "In the transition from smaller capacity production plants to larger ones, we were able to handle the increased capacity more efficiently via M3," says Kaushala Prematilake, Head of Enterprise Applications for Brandix.

Business challenges

- Replace a disconnected, homegrown ERP system that was unable to support ambitious growth plans

- Evolve from multiple manual processes that slow down productivity

- Support the business and revenue with international expansion

- Enable a flexible and scalable ERP system

Shift from apparel manufacturing to total solutions service provider

With an aggressive time-to-market of just ten days—from order placement to replenishment—Brandix ensures fast replenishment models for world-renowned fashion brands.

According to Karunakaran, "At Brandix India Apparel City (BIAC), we have the entire supply chain 'under one roof,' so to speak. We have fabric mills and accessory suppliers right around the corner, so when a customer places an order, we don't require any additional lead time for transporting the raw material to the plant. You get the order, you sew it, package it, and ship it. The value of having all supply chain partners in one location enables us to provide faster solutions to our customers."

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>
> **KAUSHALA PREMATILAKE**
> Head of Enterprise Applications, Brandix Apparel Limited

Building a foundation for the future

The flexibility of Infor M3 allowed Brandix to adjust its business model in response to 2020's global pandemic. "While a lot of orders were cancelled due to COVID-19, we were able to quickly turn around production to produce personal protective equipment (PPE) like face masks and gowns in the plants that had spare capacity," explains Karunakaran.

Today, Brandix is a leader in Apparel manufacturing, and continues its digital transformation journey while constantly innovating its product portfolio. The upgrade to the latest M3 version allowed Brandix to remove one-third of existing modifications, and with more to come. "We now have a technology foundation to build on and we're trying to get our solution footprint as 'vanilla' as possible to prepare for a move to the cloud in the early 2020s," Karunakaran states. He continues, "At the end of the day, it's all about reducing lead times and providing a better customer experience."

Business results

- Gained visibility and financial control across the business

- Automated and streamlined manual processes

- Facilitated triple revenue growth and a tenfold increase in customer purchase orders

- Modernized the IT infrastructure to facilitate forward-looking cloud deployment

> **We now have a foundation and platform that will enable us to make any changes that we have to make to accommodate for the implications we are seeing post COVID-19."**

SURENDRA KARUNAKARAN
CIO, Brandix Apparel Limited

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