CUSTOMER STORY

Modernizing Italian cycle craftsmanship

Infor CloudSuite migration powers continued growth



Overview

Bianchi accelerates its production evolution with Infor CloudSuite

Founded in Milan in 1885, Bianchi is the world's oldest cycle manufacturer still in operation. Operating in over 60 countries with revenues of €100 million, the prestige brand combines Italian craftsmanship with the latest in automated manufacturing. Supported by partner Horsa, Bianchi migrated its global operations to Infor CloudSuite™ Industrial (Infor™ M3) to streamline its complex global supply chain and power the next generation of production efficiency.

Challenge

Migrate complex, global operations to the cloud under a strict, fixed deadline while eliminating legacy custom code

Infor solution

Infor CloudSuite Industrial provides standardized ERP functionality, real-time data integration, and global alignment

Outcome

Achieved a rapid six-month global go-live, optimized operational costs, and established a clean, AI-ready data foundation



"Now with Infor CloudSuite, we know there is a normalization of information. It's very easy to plug the data into whatever tool you need."

Gianfranco Maniglia
Chief Operating Officer
Bianchi

Challenge

Modernizing ERP across complex global supply chains and multi-tier markets

Bianchi is one of the world's most recognized cycle brands. But the Italian business knows better than most that heritage alone is not enough in the modern economy. In Treviglio, near Milan, it has built one of Europe's most advanced manufacturing sites as it seeks to compete with Far East factories. For Bianchi, there is great value in the "Made in Italy" brand.

No matter how efficient the factory floor, balancing high-end Italian assembly with global distribution requires precise, real-time data consistency and rapid operational agility. The reality is that Bianchi works with a highly complex global supply chain. Disruptions in the chain impact costs and production lead times.

Having relied on customized, on-premises Infor M3 setups for over 15 years, Bianchi recognized it needed a new approach to enterprise resource planning (ERP). The factory of the future would be built on greater standardization, consistent processes, and cleaner data.

"To react at the speed of light in a volatile market, you need consistent forecast data," says Gianfranco Maniglia, Chief Operating Officer at Bianchi.



> "Horsa proved that out-of-the-box Infor features could cover our unique operational processes, minimizing project risk and reducing technical debt."
>
> **Gianfranco Maniglia**
> Chief Operating Officer
> Bianchi

Infor solution

Standardization and agile migration across international subsidiaries

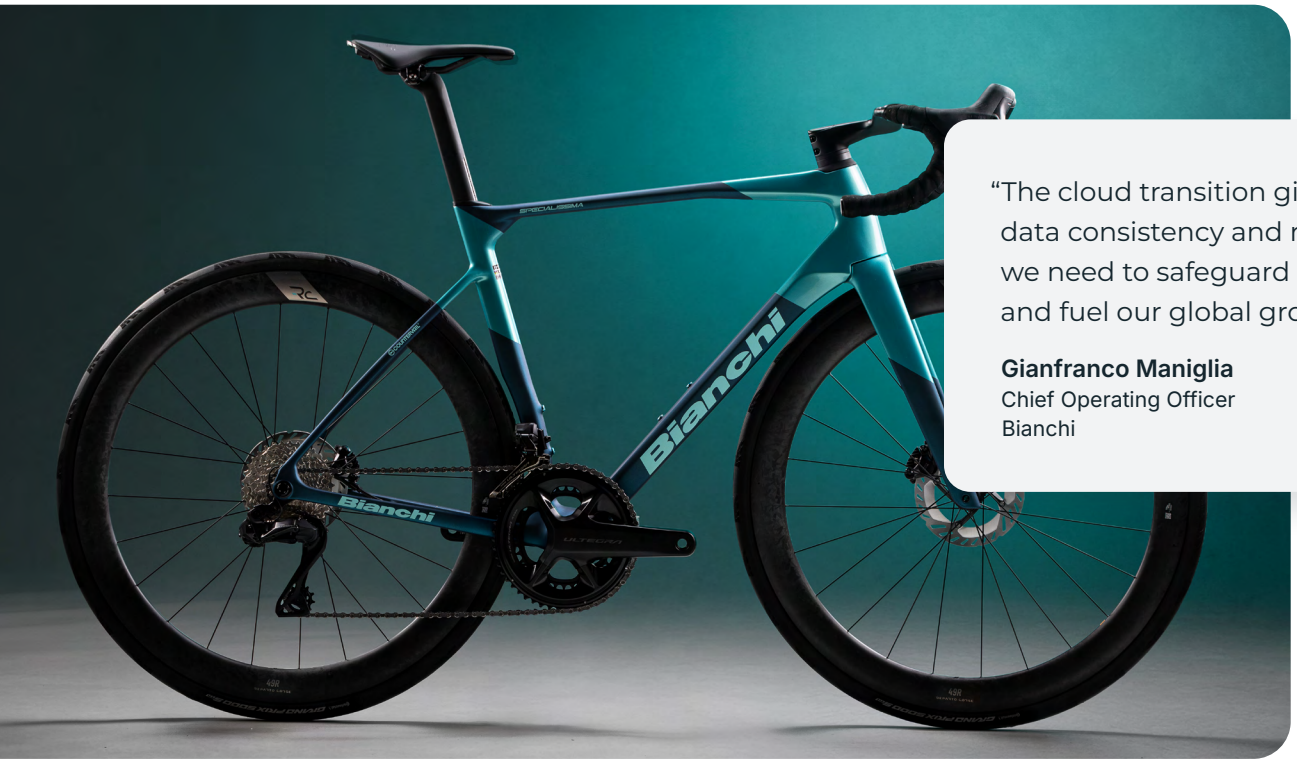
To avoid costly infrastructure outsourcing extensions, Bianchi faced a non-negotiable, fixed deadline to achieve a full cloud go-live. Partnering with long-term implementation expert Horsa, Bianchi executed a rapid migration to Infor CloudSuite Industrial (Infor M3) in just six months, on time and on budget.

"The advantage of the Infor solution is that it covers the unique complexity of our world," says Maniglia. "We leaned on the expertise of Horsa."

The project prioritized a return to core standard ERP functionality, successfully eliminating 90%–95% of legacy customizations. This standardized cloud architecture seamlessly integrated complex warehouse automation and factory floor systems at the Treviglio facility.

The global deployment achieved a simultaneous go-live across all international business units. This established a unified platform for direct-to-consumer e-commerce, the United States (US) market expansion, and future digital innovation.

"Because Horsa understands Bianchi's operations so intimately, they continue to act as a strategic advisor," says Maniglia. "They're proposing future innovations such as connecting local bicycle dealerships with light ERP tools and exploring targeted artificial intelligence (AI) use cases."



> "The cloud transition gives us the data consistency and reactivity we need to safeguard profitability and fuel our global growth."
>
> **Gianfranco Maniglia**
> Chief Operating Officer
> Bianchi

Outcome

Cost optimization, global alignment, and AI readiness

Cost reduction and IT overhead optimization

By decommissioning costly legacy servers and eliminating third-party infrastructure fees, Bianchi significantly reduced technical overhead and ongoing system maintenance costs.

Global alignment and operational agility

The simultaneous go-live standardized pricing, inventory, and supply chain data across seven key international markets, providing unified, real-time reporting across global operations.

Clean data is the foundation for future growth

Replacing undocumented custom code helps standardize group-wide ERP processes. Looking ahead, this foundation is essential as Bianchi evaluates AI use cases and evolves e-mobility strategies.

About Horsa

Horsa is a prominent Italian IT services and systems integration company specializing in B2B digital transformation. Headquartered in Bologna, it delivers comprehensive ICT consulting and technological solutions, including ERP, CRM, cloud computing, big data, business analytics, and cybersecurity. Horsa helps organizations across diverse industries optimize operations, modernize infrastructure, and accelerate their overall digital maturity. The Infor practice at Horsa is managed by the company, Horsa For, and plays a strategic role within the group. It leverages deep expertise in implementing Infor CloudSuite both in Italy and internationally.

horsa.com/it



About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

infor.com

Unlock manufacturing agility with Infor CloudSuite

LEARN MORE

Copyright © 2026 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners.
CSW-EN-1126-17u8g3ufktp-1