



MYRINE ANTWERP

RECOMMENDS TRIMIT FASHION

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Myrine Antwerp has been selling women's fashion for the past 26 years. In order to meet the future demands for the fashion industry, Myrine decided to buy a new ERP system in 2012.

A Good Business Platform

"We chose TRIMIT because a demonstration showed us it was very good software," says Johan Fouyn, CEO of Myrine Antwerp. "It's based on Microsoft Dynamics NAV, which is a good business platform, and with TRIMIT 70% of the needs for our industry are already standard. The platform is also future proof because of the zero-cost upgrade policy. That ensures that we get new advantages right away."

Freeing Resources with the B2B Webshop

"We currently get 40% of our shop orders through the B2B webshop, and we hope to get to 60-70% in 2016," says Fouyn. "It means much less work for us, and of course it works at all hours. We've freed up 10-15% of our time from manual tasks."

A Webshop Platform for the Future

"About 20% of Myrine's sales already come from the webshop, and I expect those numbers can reach 40% in the coming years," says Fouyn. "We're working to make the shopping experience more attractive, and the B2C webshop comes well prepared to do that."

B-Con Solutions Knows the Fashion Industry

"We've been very happy with B-Con Solutions," says Johan Fouyn. "The consultant they have working with us has proven very well-informed about the fashion industry. He understands which features are important, he knows the market, and he's been very good at analyzing our business. That and he's an excellent programmer."



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