

# Success Story

Success Story • Case Study • Interview

Data Quality Solutions of Uniserv in use at Bivolino, the textile specialist

## Trendsetters in fashion and data quality

**bivolino services**  
collaborative platform for e-custom fit apparel



**An optimum address check via *post* enables perfect online processes in the mail-order business for tailor-made shirts and blouses – considerable cost advantages through SaaS service**

Bivolino has been as a maker of tailor-made shirts since 1954. The company is based in Diepenbeek in Belgium and is one of the first to use an innovative, computer-aided system of quantities, which calculates sizes and correct measurements on the basis of specific reference numbers in a matter of seconds. Thanks to this technological edge, the shirts currently not only find their way to the customer via the company shop but also through various trade channels and mail-order firms. Amongst others, the well-known British retailer Marks & Spencer uses the Bivolino technology via the Internet, thereby benefiting from the Bivolino Services, an interactive overall platform with fully integrated solutions for the entire value chain. An error-tolerant online address check for the immediate and reliable verification, correction and update of all the postally relevant components of an address within the business process cycle is now also available. This is provided by the module *post* of the *DQ Real-Time Services* of Uniserv.

The sale and shipment of tailor-made merchandise constantly presents a company with new challenges with regard to the correct mapping of all the requisite steps in production and logistics. In particular, this concerns the sale of the products via the Internet. In this connection, Bivolino offers a technologically advanced and integrated complete solution package consisting of consulting, visualization, size determination, production and consignment tracking on its interactive integrated platform. As a result, the Internet customer, who e.g. wishes to buy a tailor-made shirt or blouse via the webshop of Marks & Spencer, stays with the usual look & feel throughout the order transaction, while all the requisite processes of Bivolino Services are executed in the background. "We sell a total of 120,000 items as a pure Web vendor and OEM partner of several mail order houses, something which corresponds to approximately 80,000 addresses. In this respect, correct address information provided by the customer has proved to be an extremely important factor for the TCO. Inaccurate entries for postcodes, street names and house numbers frequently have incorrect deliveries as a consequence, and this causes enormous cost. This led to our decision to insert an efficient and interactive address validation in the cycle

which ensures that writing, reading, hearing or typing errors are automatically corrected during transmission. Since we also handle the complete logistics process, problem-free delivery of the merchandise as well as correct handling of returns must be guaranteed at all times", says Michel Byvoet, Bivolino CEO.

### About Bivolino Services

Bivolino Services – consisting of bivolinoconsult (consulting), bivolinobivosoft (visualizing/imaging), bivolinolinosoft (size determination/CAD), bivolinobivotrack (consignment tracking) und bivolinomanufacturing (production/CAM) – integrates the complete supply chain up to and including production and electronic order confirmation. In the process, the concept supports the synchronization of the design up to production. On this basis, Bivolino Services offers unique added value at low cost via the interlinked real-time synchronisation of product services based on the respective toolkits. The platform is interactive, network-based, configurable, modular, scalable and generic.

### Quick decision - no regrets

The evaluation of a suitable solution supplier for the postal data validation took only a short time. The decision was made in favour of the *post* module of Uniserv as Software as a Service (SaaS). In this respect, the decisive factors for Bivolino were mainly the high result quality, which is based on intelligent, error-tolerant processes and tried-and-tested

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Michel Byvoet,  
**Chief Executive Officer of Bivolino**

analysis methods, and the wide range of countries covered. Furthermore, the high degree of updating of the continuously researched reference data spoke for Uniserv, and the integration capability and the high performance of *post* were also convincing. Michel Byvoet mentions another important reason – the solution can be used as an SaaS offer via the Internet: "We require neither our own hardware nor system software nor personnel to maintain and administer the solution, but only pay for the services actually used. This naturally saves considerably on costs."



### "Intelligent" system for checking addresses

Since the Uniserv solution has been integrated in the platform of Bivolino Services, the address data of the British customers who "design" and order their individual shirts or blouses in the webshop of Marks & Spencer is checked for correctness, corrected and, if necessary, improved and/or completed by means of *post*. In this respect, the English



country version has proved to be particularly useful, because it reliably maps the characteristics of the address input in the UK: the customers usually only insert their post code and the house number in the address field, the system completes the rest fully automatically. Around 20,000 addresses a year are currently checked in this way, with an upward trend.

### Positive result - further expansion planned

After achieving optimum results at Marks & Spencer with the address validation via *post*, the service will now also be integrated in the in-house webshop; it will then be possible in future to process a postally checked consignment for various companies which request a selection of patterns. In addition to this, the integration of the postal check using the Uniserv solution in the other online shops for which Bivolino operates as an OEM partner is subsequently planned. These include 3 SUISES from Switzerland, WE Fashion from Holland and the German mail order houses Baur and Neckermann. "With *post* it is possible for us to extend our complete range of Bivolino Services by an efficient service, which makes it even more of an 'all-round carefree package' for ourselves and our partners. The system runs absolutely smoothly, operates as an SaaS at a reasonable price and has a high performance over all processes. Uniserv supports us proactively, and that is why we are looking forward to continuing the working relationship with them and reaching the next of our goals," sums up Michel Byvoet contentedly.



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### Background information on Bivolino

The fashion company Bivolino was founded in Hasselt, Belgium in 1954. The head office is nowadays located in Diepenbeek, also in Belgium. The name Bivolino was derived from a combination of Byvoet, the name of the founding family, and Popeline, a textile with a particularly dense fabric consisting of worsted yarns in plain weave. Bivolino manufactures tailor-made shirts for ladies and gentlemen and became one of the most well-known shirt brands soon after its foundation in the sixties. As its impressive development continued, Bivolino was the first company to introduce a computer-aided system of sizes, by means of which tailor-made shirts could be designed faster, more precisely and also at a lower price than hitherto. This is certainly not the only reason why Bivolino has become a synonym for perfectly cut shirts made from the best materials available. With the launch of the website [bivolino.com](http://www.bivolino.com) in 1998, the history of the company reached another high point, which once again turned Bivolino into an innovator, since it introduced a web-based system in the course of going online. As a result, end



customers can design and order their desired shirt at home directly from the PC. This system, which covers the complete process chain in the fashion industry, has already received several awards because of its innovative strength. And so well-known companies, such as Marks & Spencer, 3Suisses and Baur and Necker mann, currently use the Bivolino technology in their own webshops. Further information is available at <http://www.bivolino.com>.



# ADDRESS SERVICE PORTAL

## Software as a Service

With the Address Service Portal (ASP), Uniserv offers a service-oriented platform as a custom-designed solution for address and data management on the basis of Software as a Service (SaaS). Worldwide validation of address and customer data as well as further functions based around address data quality round off the offer of the Address Service Portal. The data quality functions Postal Address Check, geographical encoding with coordinates, Validation of bank account details, plausibility check of the international bank account number (IBAN) and credit card numbers as well as the assignment of telephone numbers are available here.

## Your advantages

COMFORTABLE AND EASY INTEGRATION in your application by means of WEB API interfaces made available by Uniserv.

LOW IT INVESTMENT, since only the address validations actually used are invoiced.

MONEY-SAVING POTENTIAL IN THE SPHERE OF CUSTOMER COMMUNICATION: Reduction in the return rate for mailing campaigns, invoices, orders, deliveries of goods, etc.

EXCLUSIVE USE OF STANDARDIZED AND CORRECT ADDRESSES. This creates the basis for additional customer-specific applications such as creditworthiness check, background studies, etc.

MAINTENANCE OF A POSITIVE IMAGE: You always address your customers with the correct spelling and are seen as a professional company.

Register online at [www.uniserv.com/saas](http://www.uniserv.com/saas).



### Uniserv, Pforzheim

- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information

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