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*"In the past, managing documentation associated with our material testing, manufacturing instructions, and quality processes was inefficient. Critical information was being managed within traditional network folders and employees had numerous file versions stored on their laptops. It was hard to find information, which made it more difficult for our product managers to effectively collaborate."*

**-Hannu Herckman**  
IT Manager,  
Reima

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## Success Story

# Children's Clothing Manufacturer Reima Taps M-Files ECM to Manage Design Documentation and Streamline Factory Audit Processes

Reima is Northern Europe's leading manufacturer of children's clothes. In addition to the Reima brand, the company also develops clothes under the brand names Tutta™, Lassie™ and Progress™, all of which are guided by the principal that kids should be able to move and play freely, in all conditions and always safely and comfortably. Reima is based in Finland, but maintains sales and logistic operations in Russia, Denmark, Sweden and Switzerland, which includes the company's own offices and its local partners. Logistic and production operations located in the Far East are maintained by both Reima and its China-based partners.

## Effective Management of Quality-Related Documentation Critical in Children's Clothing Production

Children's clothing production is more complex than that for adult clothing, and as one might expect, regulatory and compliance requirements associated with the manufacture of children's garments are more demanding. Quality is paramount because of the increased focus on child safety. Manufacturers of children's clothing are required to test many different elements related to safety, and quality-related documentation is a big part of the effort.

The demands associated with developing and maintaining quality-related documentation and processes led Reima to the realization that the company needed a formal ECM solution. Another factor driving the company's need for such a system was that email was becoming a de facto system employees used for storing and managing information.

"Our staff was using email for everything, which increased the challenges associated with getting our design files, technical documents, invoices, and other vital information under control," said Herckman.

## M-Files ECM Helps Reima's Design Team Reduce Errors in the Production Process

Due to the chaos related to the fact that Reima's design content was stored in a number of different locations and systems, including network folders, personal laptops and email, more errors were making their way into the company's production process. As a result, Reima needed a more effective system for managing and automating business processes and workflows to ensure its staff was consistently executing required processes as well as accessing the current and most accurate versions of all information and documents. Rather than issue a formal RFP for an ECM implementation, the company received a glowing reference from a partner that had used M-Files ECM with great success.



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*The staff at M-Files is very capable, very responsive and they go out of their way to help us with whatever we need. From an IT Manager's perspective, very few vendors make you feel like they will be there to help you, but M-Files is always willing to go the extra mile for us."*

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Reima deployed M-Files ECM in July 2010, and within a short time, design managers and product managers were able to more effectively manage and collaborate on design documentation. After the initial deployment, members of the company's quality management team began using M-Files as well.

In addition to the design and quality management teams, Reima's operational staff also utilizes M-Files to manage financial files and contracts, as well as logistics and purchasing documentation (i.e., shipping documents, bills of materials, etc.).

Since implementing M-Files, Reima has experienced significant gains productivity and efficiency because employees now spend less time searching for the right document. In addition to being able to find files quickly, the company's staff can now be assured that they locate the right version of documents containing the most current and accurate information available.

The check-out and check-in feature within M-Files also facilitates collaboration by efficiently managing the challenges associated with creating and editing documents in a team environment, where it is not uncommon for different users to need to make changes to the same document simultaneously. Reima staff can now check out documents and make edits without risking another team member inadvertently overwriting their changes, or making additional edits using information that is in the process of being updated. Others on the team or in the company at large can also clearly determine, or even be explicitly notified, when changes have been made – with all content residing in one centralized master repository, instead of vital information being scattered across the network or on personal systems.

## M-Files Utilized by Reima Quality Team in China for Factory Audits

Reima has become a member of the international Business Social Compliance Initiative (BSCI). This organization studies and evaluates factories' operations to ensure that working hours, job security and wages are at appropriate levels and that no child labor or forced labor is used.

A BSCI-appointed neutral auditor interviews factory management and carries out random tests on the working conditions. Reima utilizes M-Files to manage the documentation associated with this effort. In fact, this is the primary reason they started using M-Files in China - to ensure compliance with BSCI standards and that associated guidance is being followed.

"It's our responsibility to ensure that we comply fully with all laws and regulations that impact any of our operations, and M-Files has become an invaluable tool for helping our team in China conduct the necessary process as efficiently as possible," stated Herckman.

M-Files also plays an important role in the sharing of documents between designers and pattern makers in Reima's offices in China and Finland, as well as by the company's quality teams and logistic teams. This has resulted in a cost-efficient and reliable way for Reima to speed up its workflow processes.

## M-Files User Satisfaction Runs Rampant at Reima

Users at Reima have been very happy with M-Files since deploying the system in the summer of 2010. M-Files has developed a strong reputation within the company, and many Reima employees are promoting the virtues of M-Files to their counterparts working on teams supporting Reima's other brands.



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*“We have numerous types of documents and other information that can be managed with M-Files, and we’re exploring how we can take advantage of the system get more of this unstructured content under control. In addition to managing and controlling a variety of content and related processes, we’re also investigating the possibility of using M-Files as our customer relationship management (CRM) system.”*

**-Hannu Herckman**

IT Manager,  
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“We conducted an informal poll of those using our previous system and those using M-Files. The people at Reima who are using M-Files are very happy. In fact, they don’t remember what it was like before they started using M-Files,” said Herckman. “Conversely, our employees who are still using the traditional methods for managing files and information are less satisfied because their processes are less efficient and involve more mistakes.”

Reima has also had very positive experiences with the M-Files support team.

While Reima has experienced numerous benefits from their use of M-Files, Herckman admits the company has only scratched the surface in terms of how he envisions the company can further leverage the ECM system.

**About Reima**

Reima, founded in 1944 and based in Finland, is the leading Nordic children’s outdoor clothing manufacturer. The company employs about 120 people and reached EUR 58.3 million in net sales in 2011. Reima’s most important export markets are the Nordic countries, Russia and Switzerland. Reima also owns the Lassie®, Tutta® and Progress® trademarks. Functionality, safety, reliability and innovation are fundamental to Reima’s design. Reima® products are tested by the world’s most honest and ruthless testing team – children themselves. ■

**About M-Files Corporation**

M-Files Corporation develops the award-winning M-Files enterprise content management (ECM) system and cloud-based service M-Files Cloud Vault that runs on the Windows Azure platform. M-Files is easy to deploy, learn and use, and has enabled thousands of businesses in over 90 countries make dramatic gains in efficiency and productivity by improving the way they organize and manage their business documents, information and processes. M-Files is available in 24 languages and is in use at customers such as AstraZeneca, EADS, Flybe Airlines and Parker Hannifin. ■