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Samsonite®

# Samsonite's new business model runs on APEX

Samsonite turned a project for SAS into a complete new line of business. In close collaboration with iAdvise, the airline used Oracle APEX to develop Bagsupport. Everybody wins using that new application: the airline reduces the costs of replacing damaged suitcases and travel bags, customers benefit from better service and Samsonite tapped into a new sales channel.

Samsonite is world leader in the travel luggage market. The company started its activities in 1910 in Denver, Colorado. Today, it is a worldwide brand with 15,000 employees. Samsonite operates production sites in Belgium, Hungary and India. The company is renowned as an innovative market leader and trend-setter. Among other things, Samsonite is famous for the development of Curv, a material that revolutionized the production of travel luggage. In Europe, Samsonite manages direct distribution in 19 countries, next to its collaboration with 26 distributors and 8,500 points of sale, Samsonite shops, retailers and a web shop. Samsonite's worldwide IT environment is standardized on SAP, combined with several peripheral systems, including quite a lot of Oracle APEX applications.

## New luggage service

"We received a request to start a project for SAS", said Jouric Van Veerdeghe, Business Objects Global Team Lead at Samsonite.

That project is Bagsupport. "With the application, we handle all claims about damaged travel luggage for SAS in Denmark, Sweden and Norway. On top of that, we were also asked to supply luggage sets to the entire SAS crew in those countries." When an SAS customer's travel luggage is damaged during a flight to Denmark, Sweden or Norway, Samsonite steps in. "The customer can file a damage claim at the airport. Eight airports in Denmark, Sweden and

Norway hold a supply of Samsonite suitcases and travel bags. In those airports, the customer is offered the possibility to exchange damaged travel luggage for brand new Samsonite products.”

***“During the development of Bagsupport, there was a clear emphasis on usability, flexibility and speed. Based on our previous experience, it made sense to reaffirm our choice for the combination of iAdvise and Oracle APEX.”***

At other airports, the customer can file a damage claim at the SAS desk or online. In those cases, the Bagsupport contact center – located at Samsonite’s Swedish office – gets in touch with the customer. “The contact center offers a suitable solution, depending on the nature of the damage”, Van Veerdeghem explained. “In some cases, the customer receives a new travel bag or a voucher he can spend in our boutiques or online shop. In other cases, we offer to repair the damage.” Each year, Samsonite handles more than 15,000 claims on behalf of SAS. Samsonite also takes care of supplying SAS’s entire Scandinavian crew with Samsonite luggage sets.

“The crew has 9,000 employees. Depending on their profile, the crew members are offered two to five suitcases and travel bags. The employees pick up their sets at one of the Samsonite boutiques at the airports.”



**Jouric Van Veerdeghem**  
Business Objects Global Team

# Managing the entire process

The service Samsonite is offering through Bagsupport is based on an application that communicates with several of SAS's corporate systems.

At the heart is WorldTracer, the airline software SAS uses to register the claims. Other applications involved include the Samsonite web shop – running on Salesforce.com – where customers go to spend their vouchers.

Whenever a crew member picks up a luggage set, Bagsupport notifies SAS's HR system. "These examples show that we needed a backoffice application that can find its way through all of these processes", Van Veerdeghe continued. "Contact center employees consult claims on their desktops.

Employees at the boutiques need to have access to claims on tablets. The airports handling supplies of Samsonite suitcases and travel bags need to be able

to register who they deliver products to. And let's not forget the public website, where customers file their claims."

## Five months

All processes lead to Samsonite's central SAP system. Operational reporting is generated in SAP Business Objects, using data from the SAP Business Warehouse and the Bagsupport database. The actual reports are sent back to WorldTracer at SAS.

"We needed to come up with a solution for Bagsupport very quickly. That's why we chose to go for a tailor-made solution using Oracle APEX. In recent years, we gained quite a lot of experience developing smaller solutions in APEX and built a strong relationship with iAdvise in doing so. In other words, when we decided to support Bagsupport with the combination of APEX and iAdvise, we knew exactly what we got ourselves



into and what we could expect.” Samsonite set up an agile development path. Thanks to their close collaboration, Samsonite and iAdvise delivered the application in just five months. A year after its launch, the application was upgraded to optimize its performance and now fits SAS’s processes even better.

## New model

Following that first year at SAS, Samsonite realized how it had turned Bagsupport into a profitable business model. Reason enough for the company to further broaden the solution and offer it as a service to other airlines.

“We are ready to get started with Bagsupport version 2”, said Van Veerdeghe. “And once again, we team up with iAdvise.” The project is perfectly tailored

to Samsonite’s evolution.

The company reinvents itself as a full-service supplier for the airline business, tapping into a new sales channel. For the airlines as well, this is new ground. “The airline now has one partner for the entire damaged luggage process”, Van Veerdeghe concluded. “Rationalizing that process results in cost reduction and more cost control, a better view on the process, and – ultimately – a higher level of customer service.”



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