



**CUSTOMER SUCCESS STORY**

**Aethra Video Communication and Manas SpA**

*Italian footwear company improves communications via videoconference*

Today, working in the international world of fashion requires quick decision-making, up-to-the-minute information, and excellent interpersonal relationships, starting from the designer’s office and all the way down to the production line.

The Italian fashion industry consists of various types of companies, many of which started out as small artistic studios producing handmade goods. Thanks to their style and ability to make use of the latest technology, the *Made in Italy* label has become one of the most well known points of reference for fashion at international level.

Manas SpA, a prime example of an Italian company, started out in the 1950’s making handcrafted shoes in the small town of Montecosaro in central Italy. Today, Manas SpA has become a market leader specializing in high quality footwear for women and in unisex trainers, with an international presence in over 65 countries worldwide.

For Manas, it has always been extremely important to exchange information within their international network in a timely fashion, whether it is for co-ordinating with their partners or for sharing data between their different showrooms in the world. For this reason, in 2005, they decided to implement Aethra’s video communication technology that guarantees professional audio, video and data communications, allowing the company’s various departments to share information quickly down to the detail.

“We chose Aethra not only because they have products that are easy-to-use and extremely reliable but for the mere fact that they have been in the video communication business for a long time,” stated Cleto Sagripanti, Manas CEO. “Since implementing Aethra’s systems, we have saved enormous amounts of time and money, thus allowing us to be much more productive.”

Other than holding weekly meetings with their agents, the staff of Manas use their videoconferencing systems often to keep their different departments updated on the status of orders underway and to co-ordinate their various teams. “We were really amazed by the Document Camera feature which allows us to exchange detailed images of our products during each phase of production as if we were in the same room with the products themselves,” continued Mr. Sagripanti. “This feature is extremely crucial to our business as it is important in the fashion industry to be able to see all aspects of a product, whether it is the fabric, material or product itself.”

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