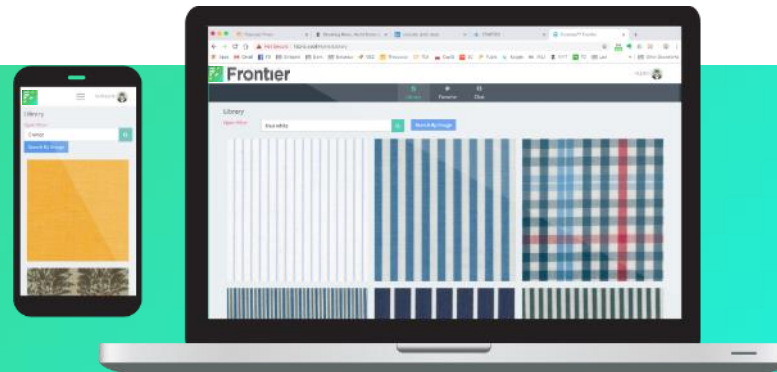


# Frontier



**Frontier.cool**

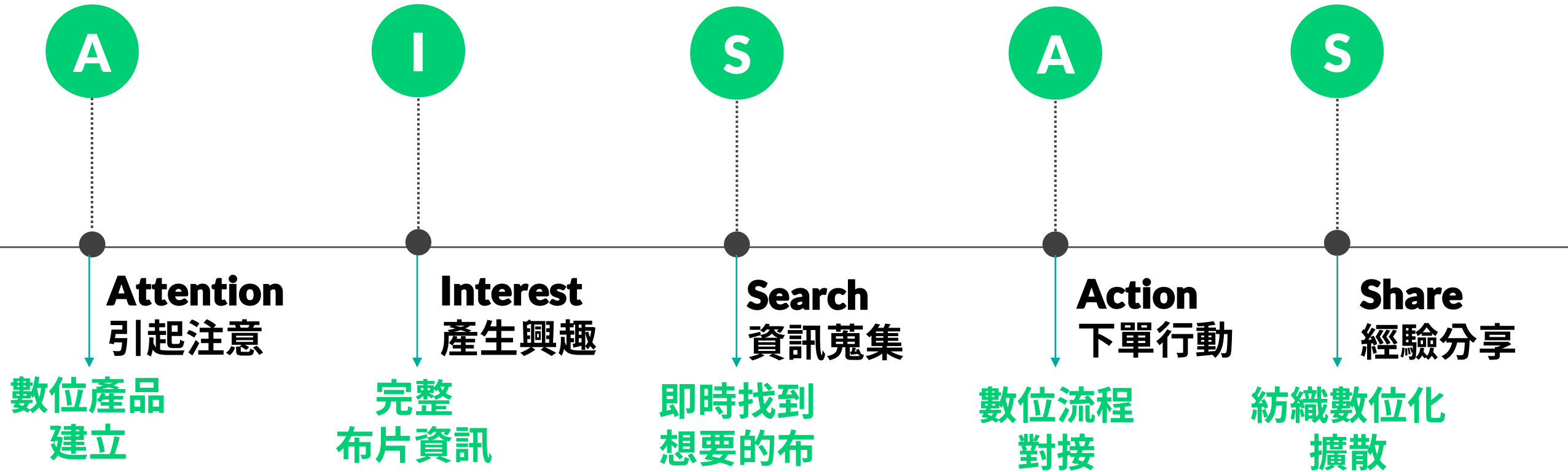
**臺灣通用紡織科技股份有限公司**

**2020.10.14**

# 數位時代的獲客過程



# 數位時代的獲客過程

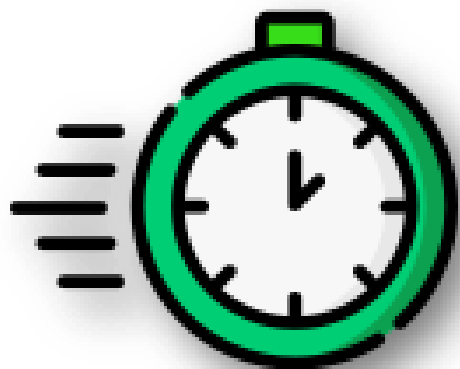


# 數位獲客的必要性



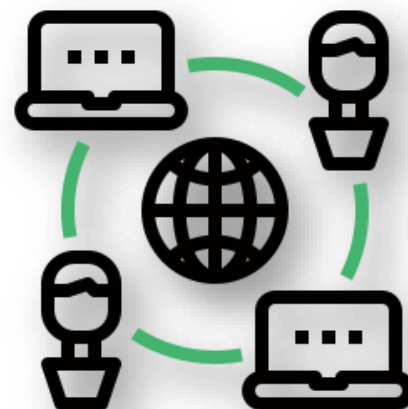
客戶正在數位轉型

更大的市占率



串接數位流程

更大的營業額



遠距開發常態

絕對的競爭力

# 數位流程的關鍵建構者



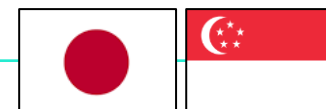
世界最大3D成衣設計服務  
公司和Frontier深度整合



ZARA系統商導入Frontier  
資料



Frontier完成串聯智慧  
生產系統



# 數位流程的關鍵建構者



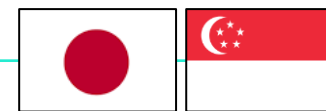
世界最大3D成衣設計服務  
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ZARA系統商導入Frontier  
資料



Frontier完成串聯智慧  
生產系統





Virtuality.Fashion CEO Amnon Shalev meeting the Frontier team.

Virtuality.Fashion - a cloud-based platform that unites in-house teams, global departments, and external partners - engages creative users through the power of 3D visual collaboration technology, from first inspiration to product validation. This forthcoming partnership with Frontier will streamline the prototyping process by increasing the fabric choices designers can use in the garment prototyping process.

# Virtuality Fashion 和 Frontier 戰略合作

...加速改變全球紡織業新品開發型態...  
With this partnership, designers can search fabric with just a few clicks. Now, designers who use the 3D design tools at Virtuality.Fashion can directly import the digital swatches they find on Frontier for their virtual fashion prototyping. This rare breed of partnership has the power to cut development time in half and slash sample costs with no upfront hardware investments or additional 3D design software.



## Our Partners



C-DESIGN's software developers team programmed virtuality.fashion engine supporting our 3 step virtual 3D simulation solution. C-DESIGN recently

virtuality.fashion 3D experts utilize high-quality scanned materials to create stunning, photo-realistic visualizations essential for online sales and authentic

Frontier.cool is a digital textile collaboration platform that uses AI to...  
**成為VF策略夥伴**  
and fabric image exchange. Apparel



# EC FASHION 5.0

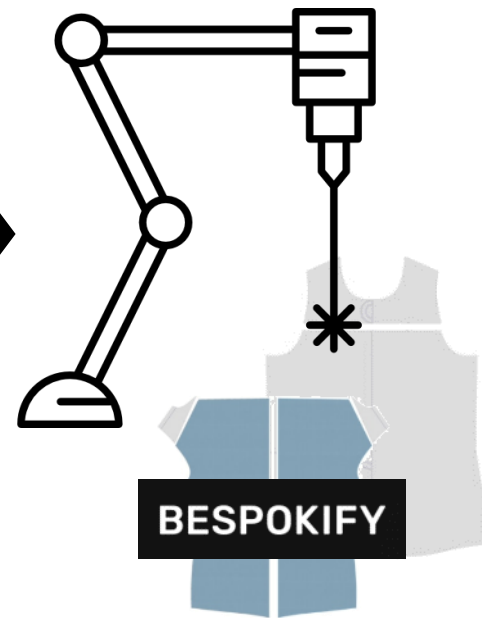
以市場即時需求來拉動供應鏈

 **Frontier**  
全世界最大的數位布料平台



 **VIRTUALITY.FASHION**  
Powered by C-DESIGN®

全世界最大的3D成衣設計



數位成衣設計

數位設計成果

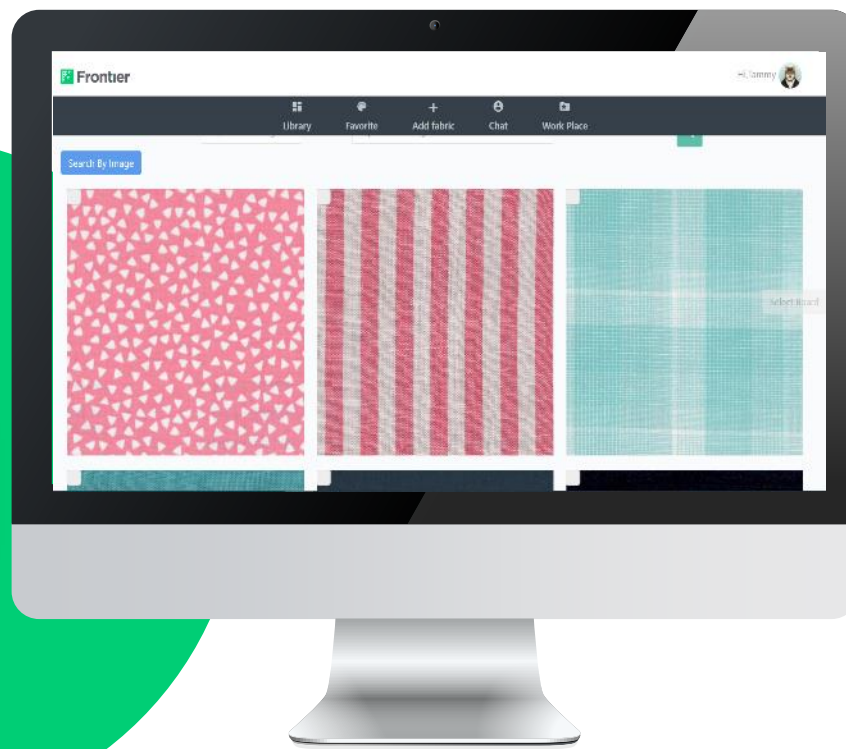
眾籌/電商/  
累積訂單

即時生產/零庫存



# 紡織數位新趨勢

 **Frontier**



1

加速溝通

2

完整呈現

3

內部強化

4

串接數位流程

# 内部流程加速

# 向外整合提升

# 供應商管理模式

---

產品資料  
數位化

1

建立數位資產後融入日常  
工作流程中

選擇供應商加  
入網絡

2

邀請可信賴供應商  
進入數位供應鏈管理

# 供應商管理模式



Library



Favorite



Add fabric



Chat



Work Place

## Add Collaborator

My Folder Name:\*

TGTC Southeast Asia Supply Chain

### Collaborator

Email\*

Password\*

Enable\*

FolderName\*

Permission\*

Add Fabric Permission\*

wayne.fan@frontier.co

...

Y

Add Fabric

Work Place

Add  Import  Duplicate  Edit  Delete  Print  Upload

Please input Email

Y

Add Fabric

Work Place

Add  Import  Duplicate  Edit  Delete  Print  Upload

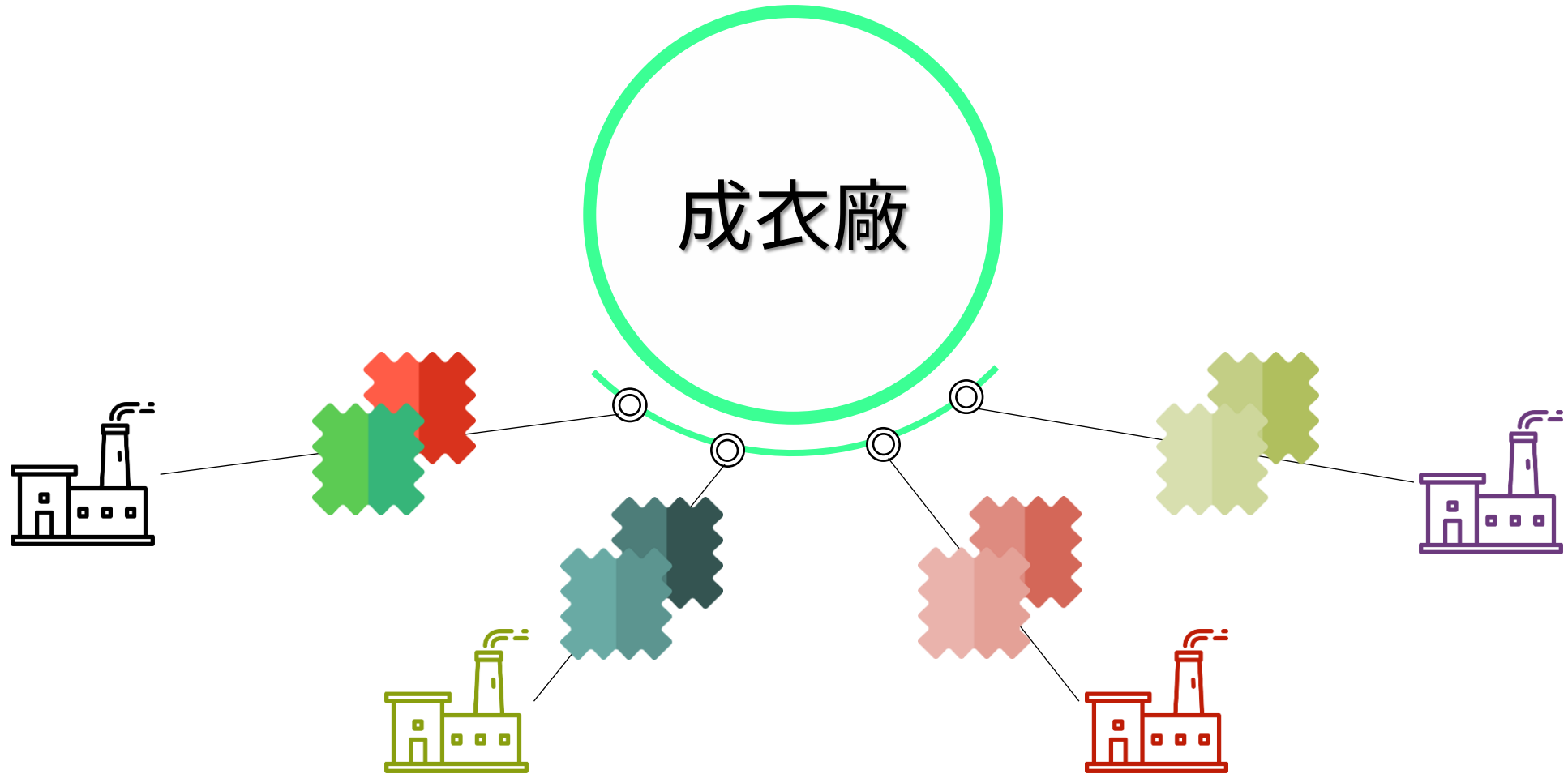
選擇供應商加入網絡

2

邀請可信賴供應商  
進入數位供應鏈管理

# 供應商管理模式

---



## 我們幫助您

---

只需原本  
**10%**  
的整理時間

節省大約  
**50%**  
的快遞寄費

串接客戶  
**100%**  
的數位流程

# 客戶成效

---

平均每周上傳量

152

塊布

客戶觸及率

+80%

新舊客戶

新布種挑中

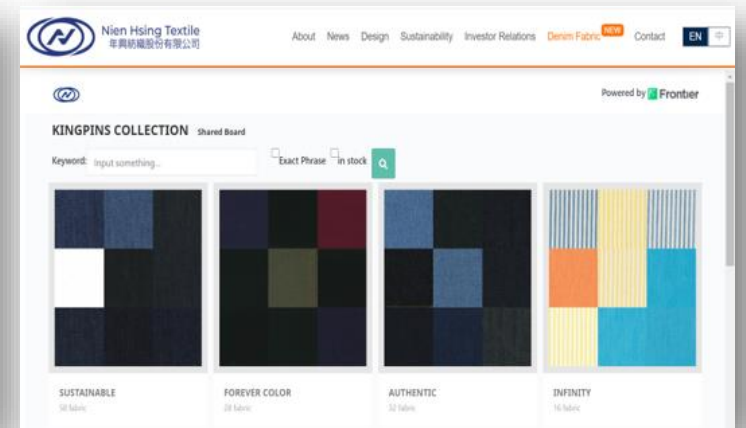
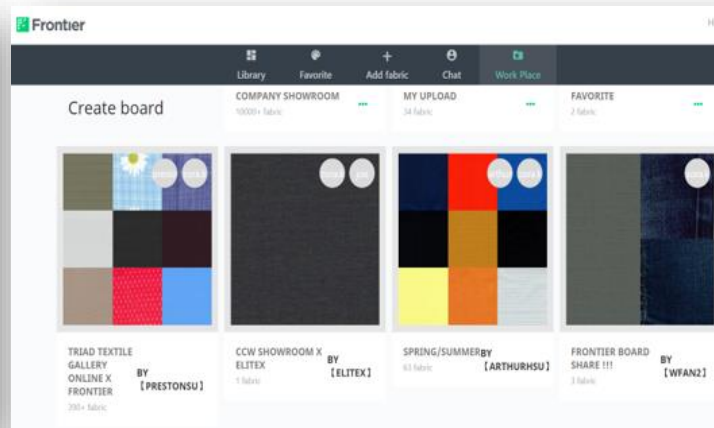
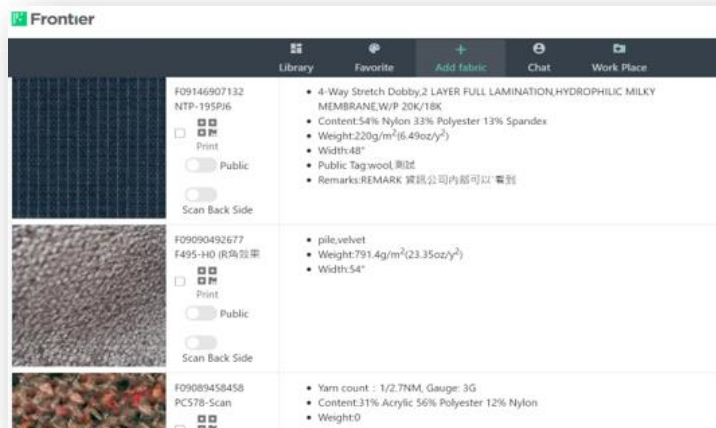
20+

個客戶分享



# 如何開始？

# 布料數位化三步驟



## 建立數位資產

上傳布片資料，建立布規資訊及關鍵字Hashtag，方便內部管理及搜尋。

## 創建Collection

依據產品類別、流行趨勢、客戶需求等建立Collection Board，產品力一目了然。







## 分享擴散

將布片或Board連結分享給客人或嵌入數位showroom於公司官網，快速讓客人看到最新產品。

# 建立數位資產

Frontier

Library Favorite Add fabric Chat Work Place

	<p>F09146907132 NTP-195PJ6</p> <p><input type="checkbox"/>  Print</p> <p><input type="checkbox"/> Public</p> <p><input type="checkbox"/> Scan Back Side</p>	<ul style="list-style-type: none"><li>• 4-Way Stretch Dobby,2 LAYER FULL LAMINATION,HYDROPHILIC MILKY MEMBRANE,W/P 20K/18K</li><li>• Content:54% Nylon 33% Polyester 13% Spandex</li><li>• Weight:220g/m<sup>2</sup>(6.49oz/y<sup>2</sup>)</li><li>• Width:48"</li><li>• Public Tag:wool,奧誌</li><li>• Remarks:REMARK 資訊公司內部可以'看到</li></ul>
	<p>F09090492677 F495-H0 (R角效果)</p> <p><input type="checkbox"/>  Print</p> <p><input type="checkbox"/> Public</p> <p><input type="checkbox"/> Scan Back Side</p>	<ul style="list-style-type: none"><li>• pile,velvet</li><li>• Weight:791.4g/m<sup>2</sup>(23.35oz/y<sup>2</sup>)</li><li>• Width:54"</li></ul>
	<p>F09089458458 PC578-Scan</p> <p><input type="checkbox"/>  Print</p>	<ul style="list-style-type: none"><li>• Yarn count : 1/2.7NM, Gauge: 3G</li><li>• Content:31% Acrylic 56% Polyester 12% Nylon</li><li>• Weight:0</li></ul>

# 建立數位資產

---



建立資料



列印布卡



掃描上傳

簡單三步驟，使用辦公室的事務機，即可上傳布片至雲端資料庫。

# 建立數位資產

**Frontier**

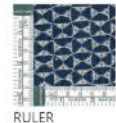
EY08521

Woven-Y/D-Denim Embroidery

Content: 100% Cotton  
 Yarn: 32\*32  
 Density: 110\*60  
 Weight: 110g/m<sup>2</sup>(3.24oz/y<sup>2</sup>)  
 Width: 48"  
 Finish: Regular Finish  
 SuppltemId: ES-7889

Change Color

PANTONE® 19-4027 TCX Estate Blue	PANTONE® 19-3928 TCX Blue Indigo	PANTONE® 18-3916 TCX Flint Stone	PANTONE® 15-4305 TCX Quarry
PANTONE® 15-4703 TCX Mirage Gray	PANTONE® 17-0610 TCX Laurel Oak		



C200908521	Navy	19-4027 TCX	Blue	Estate Blue	
19-3928 TCX	Blue Indigo	18-3916 TCX	Flint Stone	15-4305 TCX	
ay	Quarry	15-4703 TCX	White	Mirage Gray	17-0610 TCX
urel Oak	100% Cotton	Embroidery	Regular Finish	EY08521	
cquard	Woven-Y/D-Denim Embroidery	yarn:32	ES-7889		
Jacquard					

CLOUD SECURED STORAGE IN FRONTIER.COOL UNIT C200908521.

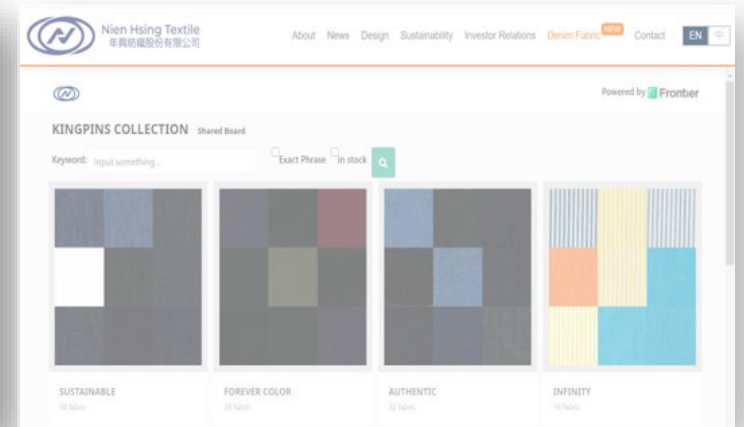
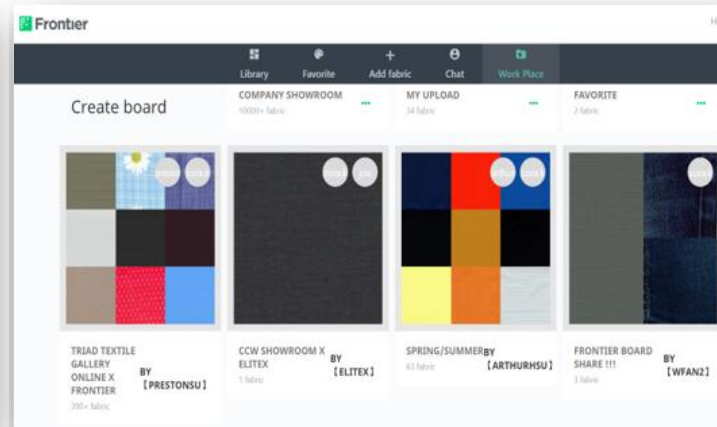
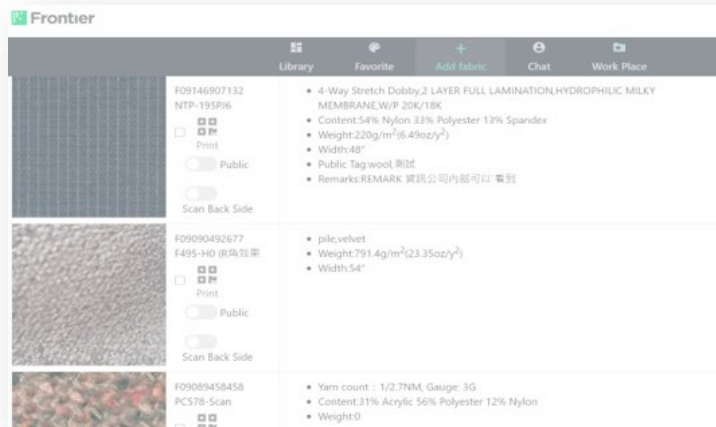
## 補充資訊

- 證書
- 測試報告
- 布料影片、花型
- 全方位展示產品面向

## Hashtag

- 布料命名
- 客人Collection
- 便於搜尋及向客人行銷產品概念

# 布料數位化三步驟



## 建立數位資產

上傳布片資料，建立布規資訊及關鍵字Hashtag，方便內部管理及搜尋。

## 創建Collection

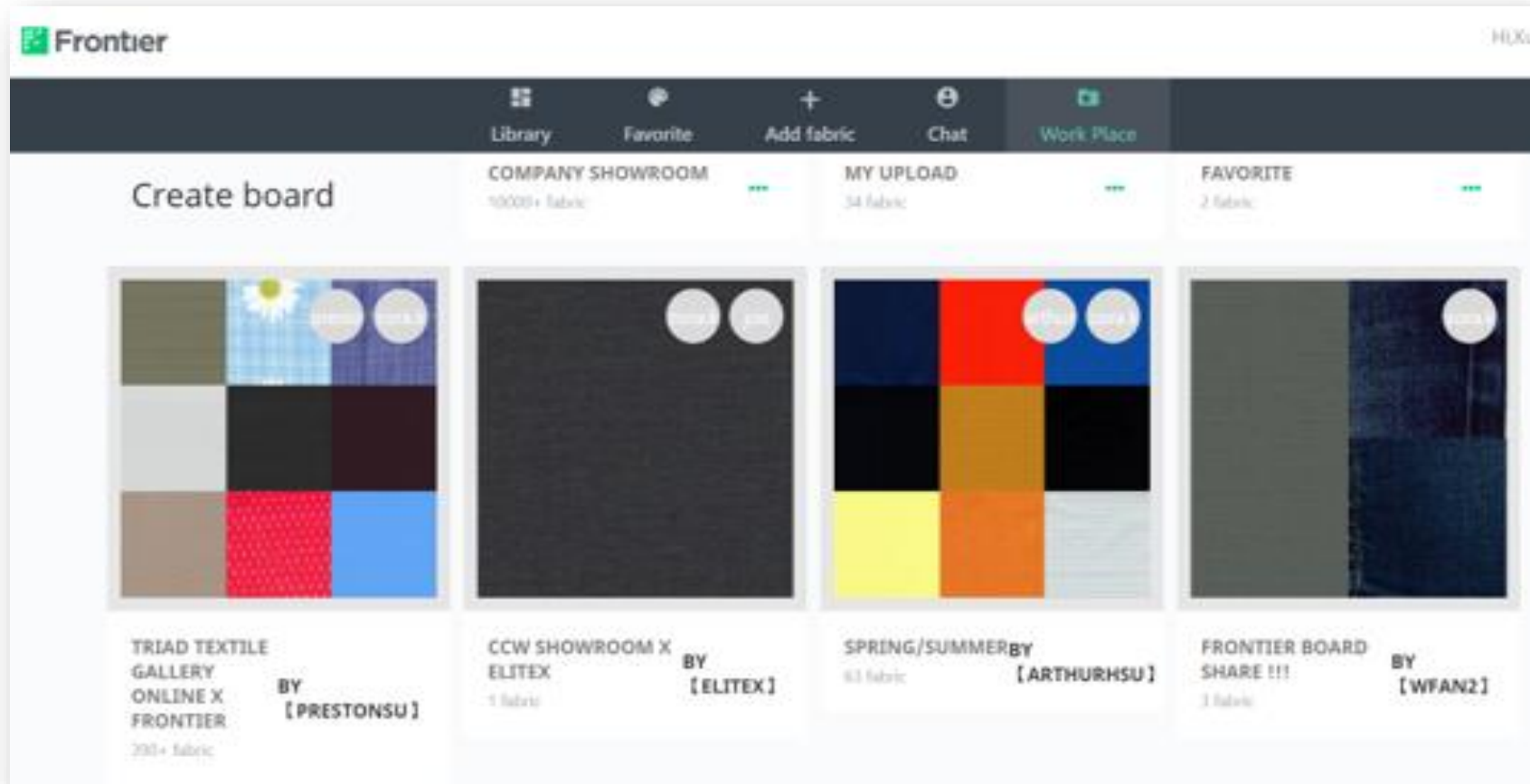
依據產品類別、流行趨勢、客戶需求等建立Collection Board，產品力一目了然。

## 分享擴散

將布片或Board連結分享給客人或嵌入數位showroom於公司官網，快速讓客人看到最新產品，掌握先機。



# 創建Collection



整合產品，引起客人興趣與注意力。



NIKE PORTLAND

4 fabric



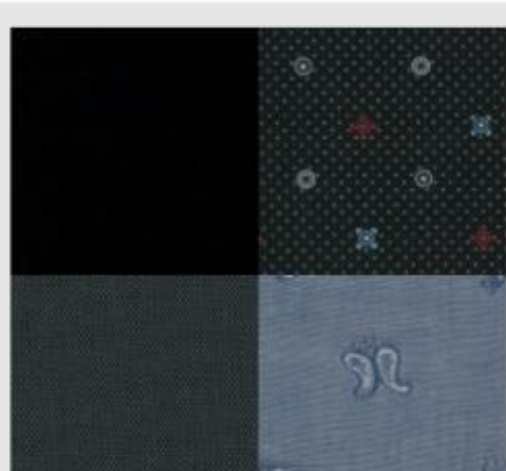
WINTER 2020

13 fabric



TEST BOARD

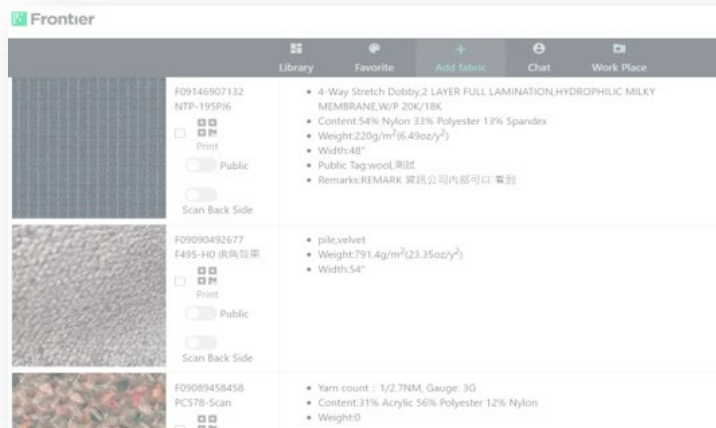
9 fabric



- 布片打包，分享文件夾  
“Spring2021”  
“functional” etc.

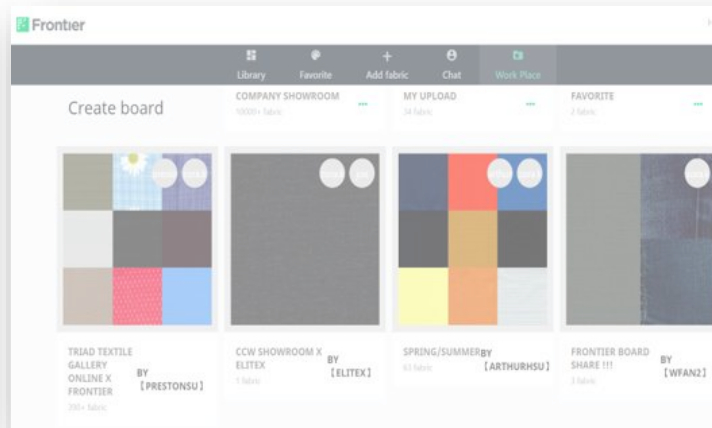


# 布料數位化三步驟



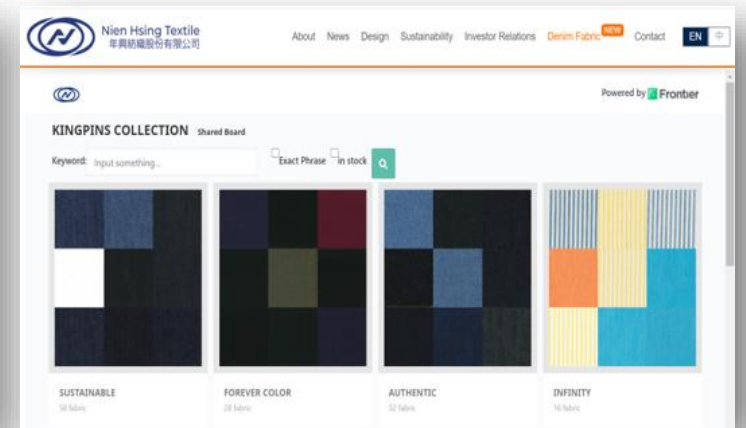
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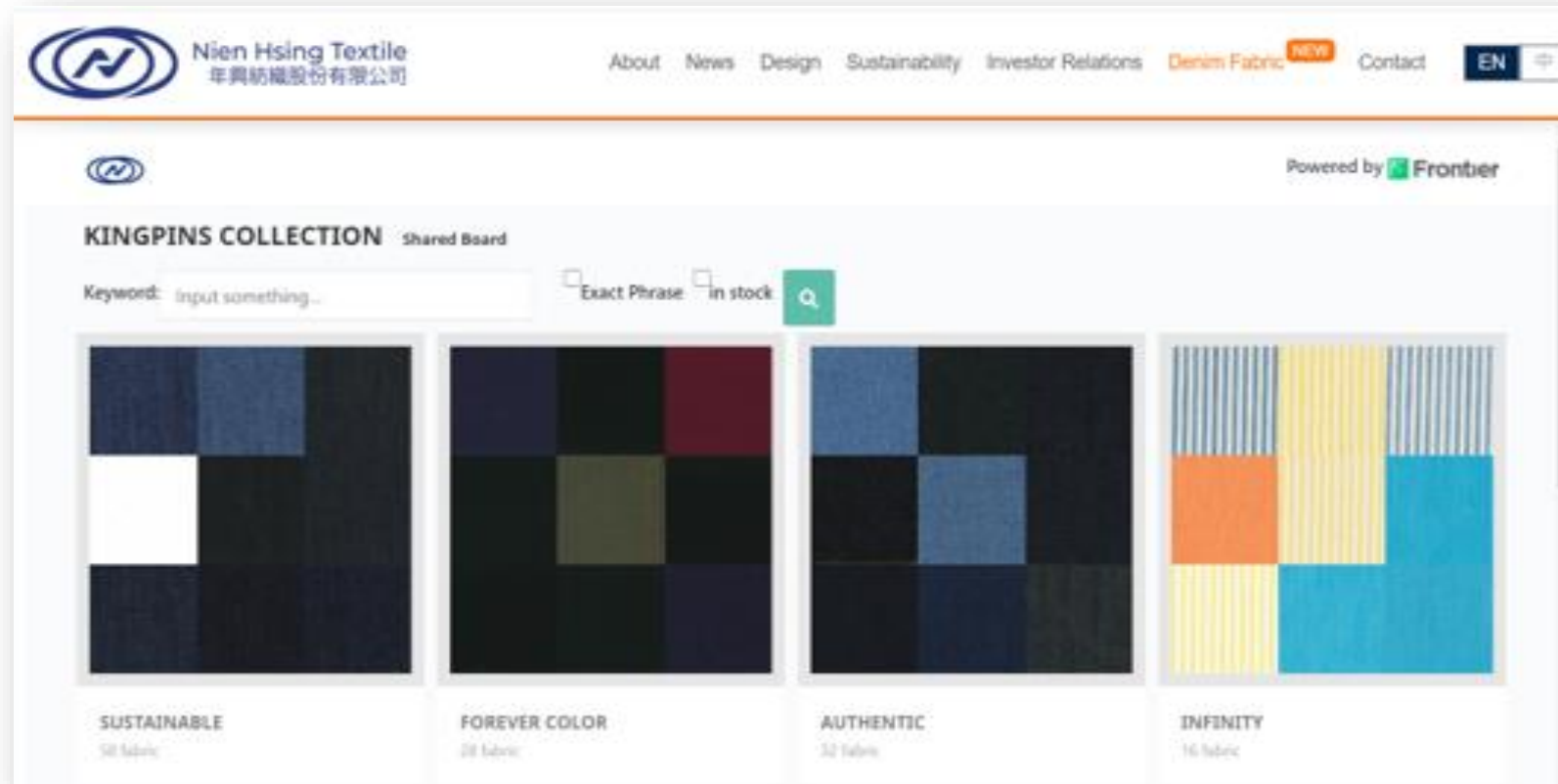
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# 分享擴散

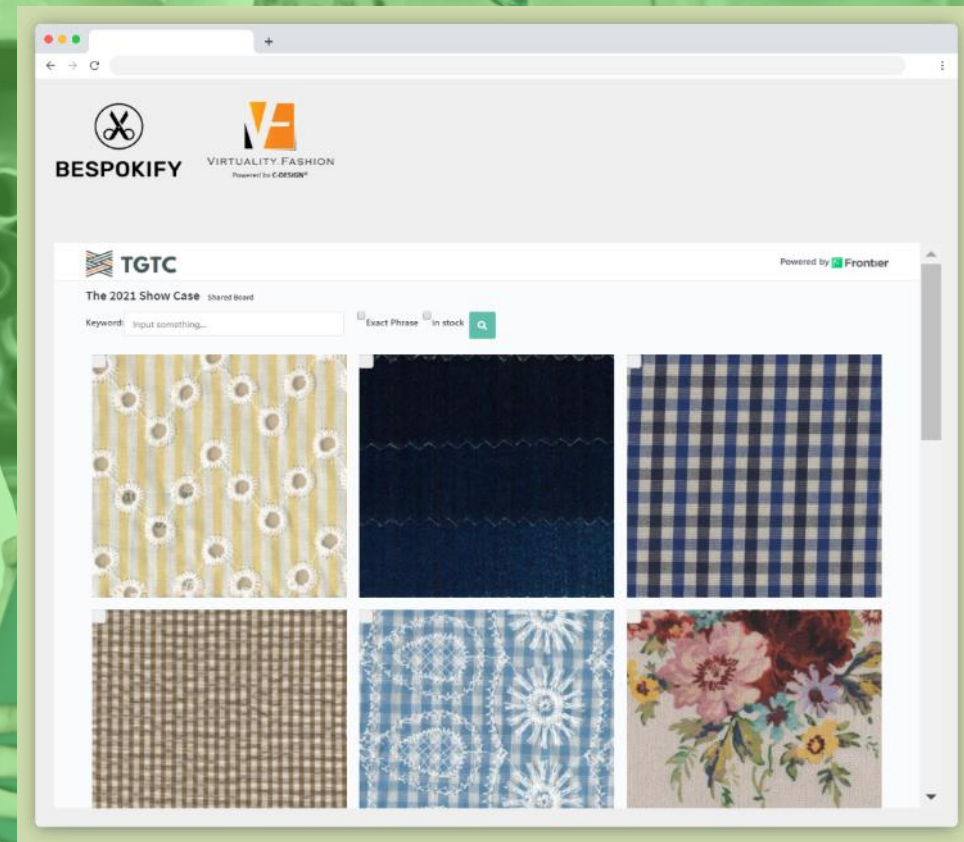


分享連結、建立數位Showroom，將產品資訊擴散。

# FRONTIER

## 線上數位櫥窗

在任何網頁上  
向全球品牌客戶展示您的產品










# 資訊互動

EY13415  
Woven-Y/D - Stretch Herringbone

Content: 98% Cotton 2% Spandex  
Yarn: 32\*32+40D  
Density: 90\*80  
Weight: 132.21g/m<sup>2</sup>(3.9oz/y<sup>2</sup>)  
Width: 57"  
Finish: Carbon peach

PANTONE® 19-5320 TCX Ponderosa Pine  
PANTONE® 19-4916 TCX Pacific

OEKO-TEX® STANDARD 100  
REACH  
SOIL ASSOCIATION ORGANIC  
GLOBAL ORGANIC TEXTILE STANDARD  
ORGANIC 100 content standard

C171013415 8718E 19-5320 TCX Blue Ponderosa Pine 19-4916 TCX Pacific 98% Cotton  
Check Woven-Y/D Stretch Herringbone Light weight yarn:32 yarn:32+40D  
Check Windowpane Tattersall Plain Weave

To Esmetex-Victor #2020 SPRING

THE TEXTILE COMPANY

You just started this channel today. This is the very beginning of the **# 2020 SPRING** channel-- Direct message to the item origin provider.

Today

 **Evan Chen** 10:26PM  
Has asked the Item price at 3000 Y FOB TPE  
As well for 2 sets of sample cards.

 **Victor** 11:57PM  
然後這是回復訊息

Not something down

 **B** *I*        Aa @ 😊

- 支援手機介面
- 線上交談/詢價/取樣
- 方便客戶搜尋

# 數位時代的獲客過程



Frontier滿足數位行銷的所有功能