

Case study

# How **Massimo Alba** seamlessly ditched delays and increased buyer- submitted orders







## Meet the brand

Founded in 2006, Massimo Alba evolved into a collection that was shown in New York a year after Massimo gifted his wife eight essential pieces for a woman's wardrobe: a blue peacoat, a camel coat, three cashmere knits, and three pairs of trousers. The brand made its debut in the heart of Milan in 2007, unveiling its first collection inside its namesake showroom. Fast forward to today, and the luxury menswear and womenswear brand has dressed a slew of A-list celebrities, including Theophilus London, Leonardo DiCaprio, Tom Cruise, Tilda Swinton, and Julianne Moore. The brand's signature style even caught the eye of 007 himself, dressing Daniel Craig as James Bond in *No Time To Die*, infusing the character with a more intimate, quietly sentimental edge.



## The opportunity

# Digitize wholesale operations to leave errors and delays behind

Prior to using NuORDER, Massimo Alba used a manual order entry system — from incorrect product codes to incorrect pricing — errors were often inevitable. They realized it was time to digitize their wholesale operations to gain access to clean, up-to-date, usable data and to offer a more streamlined and convenient experience. The Massimo Alba team knew the upgrade would elevate the experience they offered to buyers, improve those relationships, and enhance the productivity of their internal wholesale teams.



## The solution

# Integrate with a wholesale platform that streamlines user access and collaboration

The Massimo Alba team realized they needed to establish an accurate and efficient system for uploading orders during market weeks. They also wanted to empower their wholesale clients and new distributors to do business online to submit accurate, consistent orders in a timely fashion. This inspired them to move away from their manual wholesale processes, so they decided to adopt NuORDER.

Upon integrating with NuORDER, Massimo Alba was able to provide secure, multi-user access to their buyers and distributors around the world. The multi-user access feature for buyers made it possible for multiple merchants representing the same retailer to place independent orders (for example, buyers representing different departments, buyers representing different regions or doors, et al.). This freedom empowered distributors and buyers to proactively place automatically synced orders that would roll up into each retailer under a consolidated view. This allows the retailers they represent to maintain control of the buying process, thanks to: real-time visibility into these buyer-submitted orders, enhanced reporting insights, and greater transparency. **Now Massimo Alba's clients can view, modify, and submit their orders in real time while confidently avoiding potential errors, miscommunication, and delays.**



## The results

**Today Massimo Alba uses NuORDER's order entry system to quickly input and track orders with incredible accuracy.**

They've greatly reduced the risk of human error... even during their busiest showroom periods. The Italian luxury brand also improved their ability to collaborate effectively with buyers and distributors. Now all of their clients can view, modify, and submit their buys — in real time and with multi-user access — to avoid delays and to ensure everyone is always on the same page.

While wholesale is an excellent avenue to expand geographical reach, global expansion isn't without its challenges. When Massimo Alba switched from manual processes to NuORDER, they gained access to two essentials for successful global commerce: streamlined operations and access to a single, centralized platform. Now Massimo Alba's international sales team of agents in the U.S., Japan, and China collaborate with far greater ease.





“The NuORDER Success Team — Account Management and Customer Success — has been instrumental in supporting us on various occasions... whenever we have doubts or need help, the team is always available and proactive. They organize brief calls to tackle any issues promptly, ensuring we can resolve challenges without delay. Their ongoing support has been a vital factor in helping us effectively achieve our business objectives.”

**The Massimo Alba wholesale team**

**Connect your teams, buyers, and data with an all-in-one wholesale platform. [Get expert guidance today.](#)**