

BUT

**The brand scores with
3D space planning!**

2020



The brand scores with 3D!

The BUT brand has been working in partnership with the 2020 teams for nearly ten years, and has recently invested in a new 3D space planning solution: 2020 Ideal Spaces. We went to meet their Project Managers, Gilles Montet on the IT side, and Elise Rodriguez on the commercial side, to learn more about this key project for the BUT brand.

You have been using 2020 solutions for almost ten years. What originally made you want to try expand your offering?

Elise Rodriguez: Over the course of several years, we were approached by multiple IT service providers offering different 3D design tools. Our historical partner, 2020, seemed to be the most advanced in this field and, more importantly, catered best to our needs.

Gilles Montet: In addition to catering to professional needs at the commercial level, we also had precise technical requirements. Indeed, our retail network also has management software for the back office, which allows us to place orders and manage delivery times and all installations. The non-negotiable need in our specification was for these 2 systems to “talk” to each other, so our vendor-designers do not waste any time.





You have recently opted for 2020 Ideal Spaces. Why did you choose it?

Gilles: In addition to catering to the needs of the kitchen world, we also need to offer a cross-functional tool to all other product families. Indeed, BUT offers modular wardrobe collections, customisable sofas (colour, material, shape and capacity) as well as modular living rooms. Even though the kitchen is the priority area, this fact means that we should be able to project ourselves onto a universal tool in the world of housing. This solution gave us a common tool for all furniture types!

From left to right: Gilles Montet, Project Manager (Side IT), Philippe Laziosi, Territory Manager Southern Europe at 2020



Elise: In terms of choice for the French consumer, the BUT brand has one of the largest collections in the retail sector. This position is a real strength for our brand, because it allows us to respond to all expectations, in terms of budget, function, availability and services. However, it can also be tricky to manage! Historically, we had a 3D software package originally engineered for factory-fitted kitchens and construction kits. Overall, BUT is a popular brand which must offer accessible products in terms of price. Despite the adjustments we

made, this software is not the best option for our store teams. Therefore, our first objective was to develop the flatpack segment by cutting the sales time without reducing the support we offer to our customers. Flatpacks also needed to be user-friendly and ergonomic, so that our customers could also purchase their kitchens independently in the long term. For all these reasons, we put forward this global business project to different departments (commerce, operations, IT and online).

How is 2020 Ideal Spaces integrated into your sales path today?

Elise: Since the end of March, we have initiated the first phase of the project by installing 2020 Ideal Spaces in 20 stores. This approach has allowed us to make the necessary readjustments, precisely so it is adapted to our sales method. One example, the themed panels which display our 6 essential finished façades. Once this tool has been installed on our site, **but-cuisines.fr**, it will facilitate the “find out what you need” phase, because the potential customer will already have chosen a style, a colour scheme and a layout type. Which means we will have saved time upstream, allowing our store teams to quickly fine-tune the new project!



Finally, what is the best thing in your collaboration with 2020?

Elise: It's the real partnership and the teamwork that we were able to foster in this project. These terms may appear overused in our field, and are certainly clichéd. However, it is this approach that has carried us through this first major step!

Gilles: Indeed, the involvement of all BUT's actors is a sine qua non for the success of this project.

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