

THE ID FACTORY

Insights

Mission

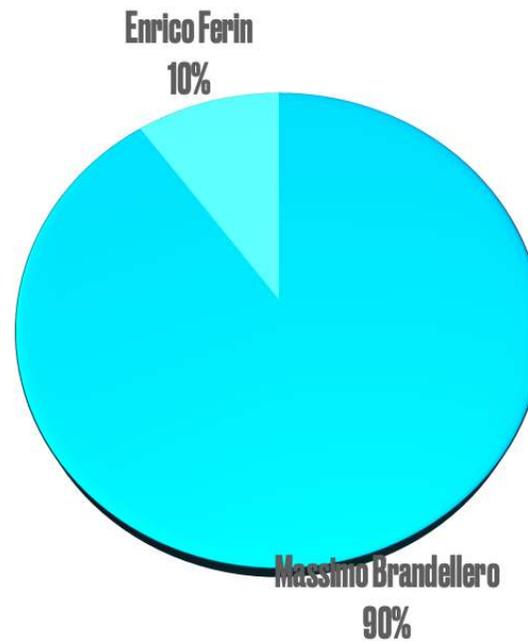
“Il termine utopia è la maniera più comoda per liquidare quello che non si ha voglia, capacità o coraggio di fare. Un sogno sembra un sogno fino a quando non si comincia a lavorarci. E allora può diventare qualcosa di infinitamente più grande”

Adriano Olivetti

We strongly believe in happiness and we promote it to all our people, supporting a full integration between our personal life and our business one.

To make any fashion supply chain better perform, collecting data through materials traceability, promoting sustainable best practices, and providing evidence that any small action taken through our data management and KPIs platform delivers huge benefits for Brands itself and the whole world aside.

Company shareholders



Organization Chart



Enrico Purgato
CEO



Kelly Negro
Customer Experience



Martina Marcatili
Subsidized Financing specialist



Giorgia Vecchi
Marketing & Sustainability specialist



Sofia Diuigiovanni
Accounting Manager



Seriana Fracasso
Customer Service Manager



Damiano Dal Maso
Tech & Compliance Manager



Massimo Brandellero
Co-Founder



Luca de Iulis
Senior Advisor

Job description...

We, at The ID Factory, strongly believe that there is no way to run our company in a standard way, for this reason, we have never been focusing on any job descriptions or structured organization chart but in shared value and mission.

Each person has enough potential to work on their tasks, and each person shall propose his tasks to contribute to The ID Factory strategic development.

Our organization is displayed as flat as possible, getting pyramidal on specific projects, with a dynamic team approach, focused to project results. Key people, responsible for the project, will lead the team to reach Key results. Objectives are formed on a bottom-up process.

We are committed to a “small steps all together drive us to walk long distances” company mood, to a dynamic a fair mindset, to shared responsibility and that’s what we do:

- **constant brainstorming session (none excluded) to develop our strategic path**
- **focused execution meeting (macro area) to verify our strategy effectiveness**

- **project meeting to fix (bottom-up) company and personal objective (OKR)**
- **constant target review**
- **KPI, KPI, KPI**

Job descriptions (if we have to...)

- **CEO:** the person who will be suffering more if something goes wrong. He/She has a strong commitment to the sustainable growth of the company, managing all relevant processes, validating all internal policies, and verify their compliance to our company mission. A fair contributor to build, maintain, and develop our company's strategic view. A strong promoter of any sustainable practices a great facilitator to mainstream them into our company culture and into our communities.
- **Customer Service and Customer Experience:** the ones who make our company performing under a continuous improvement methodology, providing world-class assistance to all our customers. They are implementing any available practice to monitor customer satisfaction and adopt any action plan to positively impact on their comfort area. They contribute to building, maintain, and develop our company's strategic view. They are the ambassadors of the company's core values, promoting any sustainable practice with customers and within their community.
- **Subsidize Financing:** the one who generates revenue out of business innovation, monitoring national and European calls for tender, produce any documentation to be admitted to them, and try to win. She/He contributes to the building, maintain, and develop our company's strategic view. He/She is the ambassadors of the company's core values, promoting any sustainable practice with colleagues and within hers/his community.

- **Marketing & Sustainability Specialist:** the one who works on company values and how to communicate them to our stakeholders. She/He contributes to the building, maintain, and develop our company's strategic view. He/She is the ambassadors of the company's core values, promoting any sustainable practice with colleagues and within hers/his community.
- **Accounting:** reality and austerity. The one who brings everyone down to earth giving the right financial figures to let anyone feel safe on their duty. She/He contributes to the building, maintain, and develop our company's strategic view. He/She is the ambassadors of the company's core values, promoting any sustainable practice with colleagues and within hers/his community.
- **Tech & Compliance:** kind of a geek about innovation and sustainable practices, the one who plays with any other team's member, providing a pragmatic approach to problem-solving. She/He contributes to the building, maintain, and develop our company's strategic view. He/She is the ambassadors of the company's core values, promoting any sustainable practice with colleagues and within hers/his community.
- **Senior Advisor:** just a member of the team, a fair contributor to the building, maintain, and develop our company's strategic view. A strong promoter of any sustainable practices, a great facilitator to mainstream them into our company culture and into our communities.
- **Co-Founder:** just a member of the team, with direct responsibility on validating shared strategic actions, co-designing new products, and delivering the right mood within the team to drive sustainable and profitable growth. A fair contributor to build, maintain, and develop our company's strategic view. A strong promoter of any sustainable practices, a great facilitator to mainstream them into our company culture and into our communities.

Proposition paper

The ID Factory is a service provider, who has implemented a Cloud-Based platform that supports Fashion Brands to better manage their complex supply chain, using data collected along with them, through a unique and peculiar traceability system, that follows materials journey from its origins to the final products.

Traceability is granted by a QR code applied in any single piece of raw material, the activation of the QR link any material batch to specific production order, placed by a specific manufacturer engaged with the Brand.

All data generated from the product Purchasing Order (released into the IDF Platform) are registered automatically in the platform and as well linked to “material traceability”; we do aggregate or disaggregate those data and we do publish them in the system so any player involved shall monitor their performance and Brands shall access to any information and KPIs related to a single player or to its whole supply chain.

Within our traceability system, we set up a “Lab” tool in order to link any material batches, processed and despatched from any material vendor to a specific lab test, conducted by a 3rd party laboratory, stating compliance to Brands chemical RSL. This tool, linked to our traceability system, gives all platform user the possibility to locate (at any stage of the supply chain) any batch non-compliant. All test reports are visible and accessible by all players involved (Brand/Factories/material vendor) and reports are detailed per any test conducted. Any major or minor non-compliance immediately generates an alert to all involved parties.

This process has been certified by Bureau Veritas, a third-party certifying body, who has been assessing and validating the protocol.

The Lb tool has been implemented by any Brand, engaged with The ID Factory platform.

The platform, using the data collected by the traceability system and linking them to the Vendors accreditation forms (containing information such as mandatory audit organized by the Brands, and several mandatory self-declaration about their best practices) automatically generates a supply chain ranking list, according to 4 different pillars: Sustainability, Service, Quality and Cost.

The ranking systems give brands the possibility to make their supply chain evolve according to their strategic targets, under a coevolution policy.

Under the ranking tool, Brands shall easily adopt any corrective action (in real-time) to make their supply chain players work immediately on specific topics. This is possible due to more than 50 structured KPIs, monitoring any aspect directly related to manufacturing performances or to more strategic ones mainly related to their compliance to Brands CoC.

This definitely facilitates full transparency and coevolution within Brand international supply chains.

A direct consequence of adopting our Traceability and Transparency driven platform is a drastic diminishing of inefficiencies along processes. Nothing shall be changed for good without reliable and exact data: we provide and structure them, measuring what really matters, Fashion Brands is our playground.

Purpose of common benefit

- **Traceability:** Promote innovative traceability systems that make the flow of information and materials along the supply chain in the fashion world simple, transparent, and monitorable to guide all the actors involved in a co-evolution path towards a strategic approach oriented towards sustainability and continuous improvement of credibility and of the practices adopted for the creation of shared value.
- **Inclusive Organization:** Create a strong group identity that values the authenticity and unique contribution of each and is based on the sharing of our values and our mission without the need for a rigid hierarchical structure, promoting integration between personal and professional life and contributing to growth constant confidence and satisfaction in the workplace.
- **Community Support:** Promote activities with a positive impact in the community in which we operate through educational and cultural promotion projects also through collaborations with other organizations and the enhancement of innovative technological tools.