Wolters Kluwer

CCH® Tagetik



CCH® Tagetik case study

How Marcolin moved from reporting results to driving business performance

With CCH Tagetik, Marcolin unified planning, reporting, budgeting, and performance management on a single platform, enabling faster decisions, greater transparency, and scalable growth

MARCOLIN

Company

Marcolin

Industry

Manufacturing

Uses of CCH® Tagetik software

- Financial Consolidation
- Budgeting, Planning & Forecasting
- Management Reporting
- Marketing Planning
- Analytical Information Hub (AIH)
- Financial Layer
- HR Planning and Monitoring
- Transfer Pricing Management

Key facts

- €557.7M Net Sales (FY2025)
- €85.1M EBITDA (FY2025)
- 13M eyewear units sold annually
- 15 global subsidiaries
- 125+ countries served
- 2,000 employees worldwide
- CCH Tagetik customer since 2015

"As a controlling department, our goal is not just providing figures. Figures are the starting point. What we want to do is provide solutions, information, reasons, and explanations. Our management wants to know why something happened and what they can do to fix it or take advantage of opportunities. This is the value we receive from this solution."

Massimiliano Sabatelli, Group Controlling Director, Marcolin

The challenge

As Marcolin experienced sustained global growth, its business became increasingly complex. The company expanded its brand portfolio, increased product offerings, and diversified routes to market. While growth remained strong, finance leaders recognized that focusing solely on sales performance was no longer enough. The organization needed better visibility into profitability across brands, customers, products, and markets to ensure growth translated into long-term business performance.

At the same time, finance teams were looking for a more effective way to support management decision-making. The company needed faster reporting, greater transparency, improved data quality, and a shared platform capable of serving multiple business functions.

The objectives

Marcolin's transformation journey began with a clear vision: create a Corporate Performance Management framework capable of evolving with the business.

The company sought to:

- Improve visibility into profitability and business performance.
- Establish a single source of truth for planning, reporting, and consolidation.
- Expand multidimensional analysis across brands, products, customers, and markets.
- Improve data quality, integrity, and process efficiency.
- Reduce reliance on manual processes.
- Enable finance teams to deliver insight rather than simply report figures.
- Create a scalable platform that could support future growth and new business processes

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Requirements

- Support a rapidly growing global business
- Improve visibility into profitability across brands, products, markets, and customers
- Create a common finance platform across the organization
- Increase reporting speed and process efficiency
- Improve data quality and transparency
- Reduce manual activities and reconciliation
- Connect finance, administration, and marketing teams in a single environment
- Provide a scalable platform for future business initiatives

Results at a glance

- 10+ years with CCH Tagetik: Supporting Marcolin's finance transformation since 2015.
- 80+ users: Finance, administration, and marketing teams working within the same platform.
- 24,000+ styles: Managed and analyzed through a single source of truth.
- 42% marketing users: Extending performance management beyond finance

The solution

In 2015, Marcolin selected **CCH Tagetik** to support its Corporate Performance Management strategy. What began as a finance transformation initiative evolved into a company-wide platform supporting a growing number of processes and stakeholders.

The initial implementation introduced a new reporting structure, enhanced profitability analysis, and a common finance platform supporting planning, reporting, managerial reporting, and statutory consolidation. As business requirements evolved, Marcolin continuously expanded its use of the platform. In 2024, the company migrated to a new CCH Tagetik environment leveraging the **Analytical Information Hub (AIH)** and **Financial Layer**, improving performance, traceability, usability, and scalability The platform has become Marcolin's single point of truth, connecting finance, administration, and marketing teams within one environment for all legal entities worldwide.

The results and benefits

Better profitability management

CCH Tagetik enables multidimensional analysis across brands, customers, products, markets, and areas of responsibility. This level of visibility allows management to move beyond revenue-focused decisions and gain a deeper understanding of what drives profitability across the business.

One platform across the business

What started as a finance initiative now supports collaboration across multiple departments. Today, finance, administration, and marketing teams operate within a common platform, creating greater alignment and consistency throughout the organization. Notably, **42% of platform users** are marketing professionals, highlighting the solution's accessibility beyond finance.

Faster, more transparent processes

The migration to the latest CCH Tagetik environment improved process speed, data traceability, and reporting efficiency. Teams now benefit from faster close cycles, more detailed information, and greater confidence in the accuracy of financial data.

Reduced manual work

Automated integrations, calculation routines, and workflow-driven processes have reduced manual reconciliation and spreadsheet dependency, allowing users to focus on analysis and decision support rather than data preparation.

A foundation for continuous transformation

Marcolin continues to expand its use of CCH Tagetik. Ongoing projects include forecasting, HR monitoring, transfer pricing management, marketing spend monitoring, and predictive what-if scenario modeling. The platform's scalability allows the company to continuously introduce new capabilities without disrupting existing processes.

About the Customer

Marcolin, part of **VSP Vision**, is among the world's leading eyewear groups. Founded in 1961 in Italy's renowned Veneto eyewear district, the company designs, manufactures, and distributes eyewear for some of the world's most recognized luxury and fashion brands. Today, Marcolin operates through 15 subsidiaries, distributes products in more than 125 countries, and employs approximately 2,000 people worldwide.

www.marcolin.com

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