

# Body data capturing and management

The **body data capturing and management** service bundle is essential for sales of [made to measure equipment](#) or [bespoke equipment](#). It also helps to remove the necessity for on-site measuring-in processes delivering huge value for large organizations, which want to equip their staff with well-fitting equipment.

## Extensions of the product model

Once [Made-To-Measure modelling studio](#) is deployed with a digital, the users may design their **made to measure products**. This particularly means:

- the definition of your **garment models**
- for each of these models you define measure-tables together with information on how the virtual fitting of this model should work

Assigning a product to a garment model makes the product in the sales processes to acquire the [made to measure](#) information defined in the garment model. It also enables the use [of size recognition functionality](#).

If used together in combination with the [Configurator Design Studio \(CDS\)](#) it enables the most complex form of products, which are [made to measure](#) and **configurable** at the same time.

## Linked sales processes

Together with the standard catalogs, the model information can be distributed to the customer side without any additional effort. The modeling data can be used in the [ZUGSEIL Shop](#) without any extra effort. For the customer the integration of made to measure is seamless. Once the design model is attached to a product, this automatically unlocks functionality on the customer side:

- [ZUGSEIL Shop](#) supports the ordering of made to measure products in the online experience
- [ZUGSEIL TILA](#) allows the ordering of made to measure products in the offline shopping experience (over the counter)
- [Measuring-in](#) - Onsite taking of measurements for made to measure equipment is supported through the [Measuring-In](#) app.
- [AI based body measure capturing](#) - taking body measures through a mobile app
- [AI based size recognition](#) - computing the best matching equipment sizes from earlier taken body measures.

## Related articles

- [ZUGSEIL Shop](#)
- [Bespoke Tailoring & Made-To-Measure products](#)

## Related development articles

- [App:Made-To-Measure modelling studio](#)
- [App:Measuring-In](#)