

# Increasing Cross-Functional Team Collaboration & Efficiency in Product Development



## SITUATION

The customer lacked a centralized product repository to share and control product information. A specialized color development process as required by business was not addressed by the legacy system. The customer also required an automated Line plan to consolidate the product development across various global offices.

## IMPACT

The lack of centralized product development data hampered collaboration resulting in duplication of efforts and high cost of product development. A cumbersome color development process increased the time to market impacting sales and brand differentiation. Various offices of the customer could not leverage common design inputs to maintain brand consistency.

## RESOLUTION

PLM Solution helped the customer increase cross-functional team collaboration during product development process, standardize component repository, and define product development calendar to better track products and critical milestones as per the seasonal plan.

# The Customer

The customer is a French apparel company that produces and sources high-end clothing, footwear, perfumes, leather goods, watches, eyewear for men, women and children.

## Challenges

- Lack of a centralized repository to share and control color, material and product information
- Track critical milestones to reduce long development timelines
- Leveraging product development across various global offices to avoid duplication of efforts.
- Direct integration with design tools such as Adobe® Illustrator™ to improve efficiency of design



## Solution

The customer needed to streamline their product development processes with a robust solution that would help them collaborate across geographically dispersed teams.

To develop this business solution for the customer, ITC Infotech's Process Consulting team engaged in extensive process mapping and requirement gathering workshops in local language. The implementation was based on an 'iterative methodology' which involved creating and validating the current - micro processes, alignment of existent process to PTC FlexPLM and getting the configured system validated as per the proposed future process,

The solution design and development phase included multiple complex interfaces for data migration from legacy system and customizations to support specific business processes / requirements.

The implementation, testing and support teams worked in tandem to successfully implement the solution. The project was implemented in multiple phases over a period of 18 months as per the global roll out strategy of the customer.

## Highlights

- Consolidated line plan to support global product development
- Color, material, supplier and product data migration from legacy system to the PLM system
- Specialized color development process tailored to customer requirements
- Enhanced cost sheet to handle multi country and multi currency costing scenarios

## Business Benefits

- Improved visibility of global planning across multiple merchandizing zones
- Streamlined development process to manage material axis and track material samples
- Standardized documentation from sketch delivery to tech pack across different brands for quicker sample development and reduced quality defects

### ITC Infotech's FlexPLM Practice

ITC Infotech shares a decade-long strategic partnership with PTC, and is a leading provider of FlexPLM and Windchill services. The company has a 200+ strong FlexPLM team with over 70,000 person hours of experience. The company has worked with some of the largest Retail, Apparel and Footwear (RFA) companies across the globe.

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