Leading Off-price Retailer Improves Global Collaboration by Breaking Down Silos with a Centralized Product Development Platform

SITUATION

The Customer's product development ecosystem was disconnected - design data resided on disparate systems and different business divisions worked in silos. The absence of a centralized location for all product related data made searching and tracking of product information a difficult task.

IMPACT

Silos meant limited visibility of product data across the organization often leading to usage of duplicate or inaccurate data from multiple sources. The slow tracking of product information flow led to delays in communication between both external and internal stakeholders.

RESOLUTION

Our solution enabled the Customer to move into a single centralized product development platform connecting distributed product teams across business divisions. The single source of truth eased data access fostering greater collaboration in product development.

The Customer

A leading off-price retailer of apparel and home fashions in the US and a Fortune 500 company having 3300+stores in seven countries including the United States, Canada, the United Kingdom, Ireland, Germany, Poland and Austria.

The Need

For an enterprise to remain ahead of its competitors, it is important to modernize data systems and structure the information in a manner that enables easy access and leverage for quicker and better decision making.

The existing product development system at TJX was fragmented – huge amount of product data were stored independently on shared drives and file transfers were used for mass download of Tech Packs and heavy artwork files. The absence of a centralized repository for measurement, sizing and construction data made work difficult for business divisions and data accessibility created issues in the absence of a common licensed database for all divisions.

Limited tracking and visibility of product data also meant little collaboration between the Customer and external agents which delayed communication.

The Solution

ITC Infotech implemented PTC Retail PLM, an industry leading PLM solution for the Retail, Apparel and Footwear industries, and helped the Customer map their current processes and align it to the modules in PTC Retail PLM.

The solution implementation included intensive Process and Conference Room Pilot (CRP) workshops with key stakeholders to complete system walkthrough, capture attribute details and requirements and confirm system configurations.

In the beginning itself, all the current shared drives were replaced with a centralized library to store and share product design information – mainly Materials (e.g. Fabric, yarn, trim, packaging), Points of measure, Grading tables, Colors, Artwork, Labels / In-house brands, Testing Protocols and Vendor Profile.

- The first phase focused on enabling greater access to the product data –Libraries flowed information directly to Tech Packs, Adobe Illustrator was integrated with PLM, product approvals and lab dips could be tracked and a global buy table to leverage buying of Product globally was created. Line sheets with dynamic view and filter abilities enabled easy access and quick decision making.

- In the second phase, planning and costing functions were enabled along with sourcing feature and a vendor portal.

Business Benefits

Our solution offered a number of benefits:

- Centralized access to Measurement, Sizing and Construction libraries for use across divisions

- Reduced time and effort by eliminating duplication of product data

- Cost control by cross pollination of resources

- Ease of information flow between divisions and across geographies enabling greater collaboration

- Convenience of searching approved products through a common database

- Efficient data management and increased security levels

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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