

# Streamlining Operations to Enable Global Transformation



## **SITUATION**

The customer was preparing to scale up their business, and needed a solution that would replace the current manual methods of managing data. The new solution also needed to support higher visibility and faster decision making.

## **IMPACT**

The customer did not have a solution that could centrally store data and provide visibility into organization processes. This hampered decision-making and increased development timelines.

## **RESOLUTION**

A customized PLM implementation by ITC Infotech helped the customer streamline activity across a host of departments, thus improving collaboration, lowering lead time, enabling better decisions and reducing the cost of goods.

# The Customer

The customer is one of the oldest and most reputed men's clothier chains in the United States. They provide classic apparel for men, and have for little over a decade ventured into women and children's apparel as well.

The customer was undergoing a global transformation program for their market expansion and needed a system to optimize product development.

## Challenges

- Manually managed development cycle and processes
- Lead times affected due to inefficient sample feedback and approval mechanism
- Limited visibility of information hampering tactical and strategic decision-making
- Lack of collaboration with extended supply chain
- Inability to monitor and measure employee and product performance



## Solution

As part of their global transformation plan to get more competitive, enhance operational efficiency and grow revenue, the customer wanted to automate and streamline their product development processes. With extensive and proven expertise in PTC FlexPLM implementation for the retail, apparel and footwear space, the customer selected ITC Infotech to customize and implement an organization-wide solution.

ITC Infotech engaged in a detailed requirement gathering phase as PLM software specialists. ITC Infotech gave numerous solution design inputs through workshops with the customer, thus making sure that the proposed solution aligned with the software. ITC Infotech process consultants also helped define the Future State Process in keeping with the functionalities and modules of the PLM system.

Post this phase system design, definition and configuration was taken up including fit gap analysis, customizations and interfaces with existing IT systems. The implementation, testing and support teams worked rigorously to help the solution evolve. The project took less than a year to implement from start to finish without any effort, time and cost variances. Initiatives by ITC Infotech included:

- Developing a scalable, enterprise-wide system that could provide better visibility across the product lifecycle
- Facilitating better decision-making via centrally stored information, and dashboards for monitoring and measuring performance
- Facilitate better management of product lines and improve cost of goods for enhanced profitability

## Highlights

- Improved decision-making through better visibility of information

- Provide dashboards for monitoring and measuring employee and product performance
- Provide calendar tools for monitoring product development against seasonal roll out plan
- Reduce product costs through better sourcing decisions and by leveraging economies of scale in material procurement

## Business Benefits

- Faster time to market through improved collaboration
- Single version of truth for all the product component information through custom built Techpack, thus ensuring real-time accessibility of information to all stakeholders and reduction of quality defects due to communication errors
- Reusability of products and components facilitating faster and cost-efficient product development
- Marked reduction in sampling cost due to higher visibility and lesser iterations
- Informed decision-making enabled through in-built reporting and dashboards

### 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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