

# Accelerating Product Development



## SITUATION

Three decades worth of data aggregated with minimal standardization and manual workflows was slowing down product design cycles.

## IMPACT

Increasing sampling costs and long development cycles.

## RESOLUTION

Creation of automated workflows and centralized libraries enabled users to easily create technical specifications using a common language.

# The Customer

A leading footwear and accessories company based out of Mexico with over 4000 employees and annual turnover of about 500 million USD.

## Challenges

- Manually-managed development cycle and workflows
- Disparate information silos
- Undocumented handoffs between various departments (cost, sourcing etc.)
- Lack of process documentation (many workflows were set up arbitrarily)



## Solution: Implementation of PTC's FlexPLM®

ITC Infotech implemented FlexPLM to leverage the customer's knowledge assets and optimized the development cycle using Product Lifecycle Management (PLM) principles.

The solution design was carried out in five modules: Season Development & Plan, Color Management, Material Management, Sampling Management, Costing Sourcing & QA, and Specification Management.

First a blueprint was created for automating manual workflows and converting physical data into a centralized database while replicating existing processes as closely as possible. Business critical activities were then streamlined to meet the requirements at each stage; for example, forecasting/analysis was empowered through multiple business plan templates linked to different market scenarios, and competitor data was translated from pin up boards and display boards into the central database.

Libraries of materials, colors, suppliers, measurement templates etc. were integrated to allow intuitive search/retrieve mechanisms, allowing users to easily create technical specifications using a common language for color descriptors, styles, fit etc.

Cross-referencing between planning, design, costing, sourcing, and merchandising departments was set up to support all the levels of decision making, from strategy decisions about seasonal priorities to details about material usage etc.

## Highlights

- Integration of Business plan, Product plan, and Assortment plan
- Standardized structure between planning and sourcing
- Automation of entire process - style creation, sampling process, cost analysis, pattern/measurement checks, cost negotiation, and final cost approval
- Streamlining of specifications and descriptors

## Benefits

- Proactive decision-making during the development calendar
- Analysis & integration of product information for optimizing development goals
- Enhanced communication flow internally, as well as with suppliers and manufacturers
- Reduced development and sample costs
- Increased accountability and clearly defined roles i.e. fewer conflicts and errors

### 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 100+ 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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