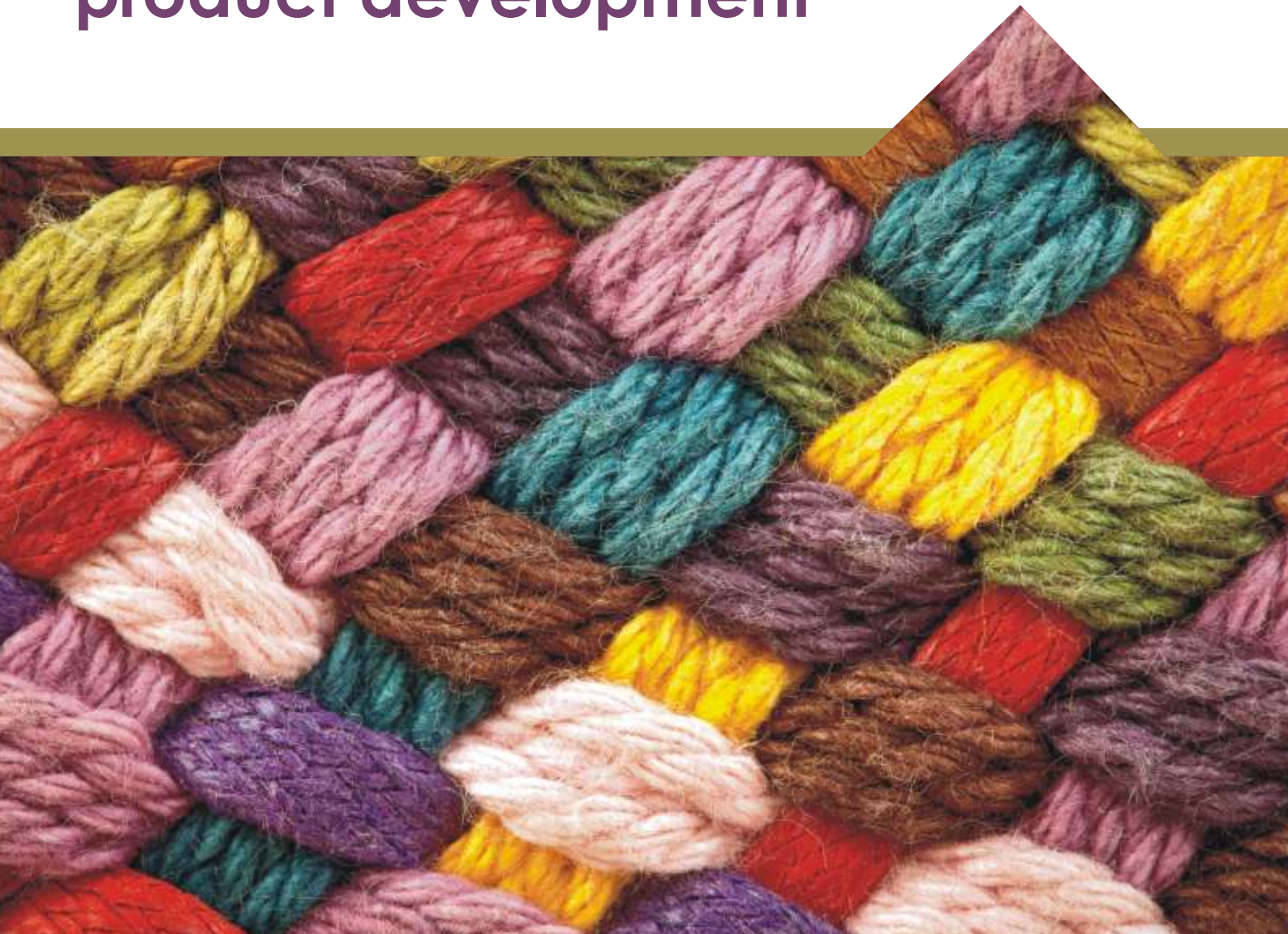# Enabling collaborative product development

SITUATION

Unavailability of product development data and lack of collaboration between geographically dispersed teams was endangering global projects.

IMPACT

Loss in revenues, running into millions of dollars, reduced response rate to market changes and innovation bottlenecks.

RESOLUTION

Integration of silos of information into a central repository across the enterprise enabled enhanced collaboration and management of product development.

The Customer

One of the top home textile companies in the world, with a clientele including multiple Fortune 500 retailers.

Challenges

- Unstructured information (legacy data, design files)
- Lack of coordination between designers, manufacturers, buyers & sellers operating across various countries
- Inefficient resource utilization, duplication of effort and high costs
- No reliable and organized method to trace sampling processes
- More time spent on follow-ups than on innovation or creative production

Solution: Implementation of PTC's FlexPLM

Prior to the implementation, ITC Infotech's process consultants studied the existing PLM processes, and suggested best practices to improve process efficiency.

ITC Infotech created automation scripts to migrate over 25,000 legacy CAD design files to the new FlexPLM solution. The company also configured the customer's product inventory to ensure that similar products (e.g. a bed sheet and pillowcase) were not categorized as different products, but rather as a sub-set of a single product.

The FlexPLM solution was then mapped globally to the customer's business hierarchy across India, the UK and the US. The solution was also configured to be accessible over the Internet.

Highlights

- Customized cost sheet templates, automatic alerts and workflows were configured to track product development milestones.

- A security matrix was set up for need-based information sharing E.g. A vendor would be able to see only his/her products, while a designer may not have access to the costing module.

- Various reporting templates such as a Material Information Summary report and a Product Summary report were configured.

- The entire project was completed in record time

Benefits

- Structured and easily accessible data available in a single, centralized repository

- Quick insights into client preferences, requirements and history

- Better protection of intellectual property for the customer, as well as freelance designers and retail clients

- Seamless collaboration and information sharing across the enterprise

- Minimized redundancies

- Traceable sampling processes

- More efficient planning of seasonal calendars by mapping PLM activities backwards

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.

For more information, please write to: **contact.us@itcinfotech.com**

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