

Customized Assortment Building Platform on PLM Enabled Easy Data Consolidation & Accurate Sales Forecast Management



SITUATION

The customer had various National Organizations that were individually responsible for deciding the assortments. There was a need for creating a central assortment of products that consolidated the demand in various geographies. Additionally inputs such as market trends and historical sales data needed to be incorporated in the buying plan to accurately forecast the sales numbers

IMPACT

A skewed seasonal range plan resulted in under / over buying of products that affected the overall efficiency of the organization. The lack of visibility and no commonality in range restricted the customer from reaping benefits of economies of scale

RESOLUTION

A customized PLM solution implementation that included functionalities for buyer product sampling and forecasting offered a single platform to integrate the data for easy analysis and interpretation. The solution helped the customer's product management team capture buyer data in a parameterized and standardized format, thereby facilitating easy and quick data consolidation

The Customer

A leading international sporting goods equipment and apparel retailer headquartered in Switzerland. With a global presence in 44 countries and over 5500 stores worldwide, the primary product line comprises renowned international sporting goods brands. A rapid global expansion plan with strategic international brand partnerships is in the pipeline. The firm has also been an official sponsor at several global sporting events and game championships.



The Need

The main challenge was to enable the following:

- Efficient capture and consolidation of market feedback by individual buying organizations
- Effective capture and consolidation of multiple forecast quantities
- Effective sales samples management
- Safeguarding data privacy between different individual buying organizations

The Solution

- The customer was already using a dedicated PLM solution but was looking to deploy a platform that could integrate the Product Assortment Plan for easy consolidation and accurate availability of critical buyer data. We were entrusted with the task of implementing an Assortment Building Tool as part of the customer's verticalization project, which would achieve the following goals:
- Assortment planning – to better identify buyer needs by designing a structured workflow that would help them analyze critical aspects of past and current season sales and define a concrete line plan for the coming season
- Forecasting – to enable buyers to create two forecasts: an initial forecast with a high-level listing of order requirements and a final forecast with specific details pertaining to the upcoming season's orders
- Sales sample ordering – to enable buyers to submit their sales sample orders, based on the forecasts already created

We helped the customer achieve the above goals through the 'Season-Group' functionality of our FlexPLM solution, which has been deployed by the customer's product management team. This functionality channelizes data from each national organization and facilitates quick aggregation. Being user friendly and easy to deploy, FlexPLM provides seamless access to both the customer's product development team as well as their buyer team. The main components of the solution include – quick and easy forecasting (both initial and final), line planning, sales sample management, market feedback analysis, and budgeting. Our solution also provides the national organizations in different countries with highly secure anytime, anywhere access to important information. By streamlining the parameterized data gathering and forecasting workflows, FlexPLM ensures that buyers are able to place orders for sales samples in a hassle free manner.

Highlights

- Update of product forecast quantities for a particular season in the Line Sheet
- Specification of colors and size ranges for different forecast quantities
- Requests for colors and sizes as required from the library
- Comparison of multiple forecast quantities
- Updating and consolidation of salesman sample product order requests

- Tracking, reviews, comments, approvals, and requests for re-submission of salesman sample orders to vendors through the FlexPLM Vendor Portal
- Iteration history of sample order requests for business review

Business Benefits

- Single point visibility into information pertaining to multiple forecast quantities for effective review and comparison
- Parameterized and standardized information capture to enable systematic data consolidation
- Less time required for salesman sample data reviews and sample order placement with vendors
- 360 degree view of forecast data (Order Minimums; Dropping of Product; Introduction of Region-Specific Colors) for informed decision making
- Accurate forecasts on styling and design closer to product launch date
- Better negotiating power with fabric and product vendors due to early and clear visibility into regional data

ITC Infotech's PLM Practice

ITC Infotech is one of the leading Product Lifecycle Management (PLM) service providers globally. We have been PTC's preferred partner since 2004, providing Process Consulting, Implementation, Upgrade & Migration, Application Support, Enterprise System Integration, Testing and Infrastructure Consulting Services on Windchill, FlexPLM and Arbortext through our proven Hybrid Global Delivery Model.

We provide end-to-end Windchill, FlexPLM and Arbortext based services to our clients from varied industries, spread across the globe. With our wide range of experience from over 1,000 engagements worldwide, we have never failed to surpass client expectations.

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