

Common Product Development Process Enabled Increased Efficiency, Standardisation of Information & Data Repository for Future Use



SITUATION

The Customer is a retail conglomerate having operations across North and South America, Europe and Asia. They wanted to introduce PLM software for a common product development process for one of its apparel private brands with development spread across multiple geographies. If Successful, the PLM software may well be expanded to many of its brands and business divisions

IMPACT

The process of Product development at the Customers' business is spread across different divisions and departments for different selling periods. The entire procedure revolves around the vendors who supplies to the brand. In the absence of any common process or tool there was a tremendous amount of follow up over phone calls and emails. The information about products developed in the past were also not available to everyone on demand

RESOLUTION

ITC Infotech consulted and implemented FlexPLM to achieve each defined objective to streamline product development process. The tool serves as a place to consolidate information, aid in decisions and co-relate dependencies along with roles. Everyone involved in product development across the apparel divisions are now able to collaborate on relevant developments while creating the new collection. They are also able to run simple searches to find information linked to any product developed or under development

The Customer

The Brand is part of a retail multinational having operations across Americas, Europe and Asia selling apparel merchandise worth billions of dollars. The Brand is known for selling stylish, quality clothes that are also great value for money. The supply chain consists of more than 500 factories spread across 20 countries manufacturing garments on brand's behalf.



The Need

The Product development process was distributed across different divisions and departments for different seasons. The work of developing a new or repeated product was carried out by designers, merchandisers, technical teams, sourcing managers and Quality experts besides a dispersed chain of vendors who supplies to the brand. There was a tremendous amount of follow up carried out on traditional mode of communication and data was being stored on office suite of applications. The information about products developed in the past were also not available on demand. The brand needed to have a common product development process across the organization for increased efficiency, standardisation of information and having a repository of product data for easy reuse.

The Solution

Having established its name in having a robust process of PLM consulting and implementation, ITC Infotech entered into assignment of designing a PLM solution around the brand's need which provides high level visibility of the Product Development process along with robust tracking of various milestones / tasks in the critical path. ITC Infotech started the engagement with process consulting led by a team of seasoned apparel industry domain experts along with technology leads which laid the foundation for a highly impactful FlexPLM solution implementation. The solution design also involved well laid out process to transfer large amount of product and material data into FlexPLM from legacy systems and office tools. The organization was provided with a highly advanced system of tracking individual milestones of product development which had many parallel and sequential processes to track. ITC Infotech also designed process workflows to send notifications and manage work based on roles, both internal and external. The FlexPLM implementation was well supported by User Acceptance tests, Role Based Training with visual aids and a highly secure deployment before go-live.

Solution Highlights:

- Mapping current manual process with the help of domain experts and incorporate improvements into enhanced process via FlexPLM tool
- A proper naming convention for Products to set a standard definition which is accepted and consistent across multiple Divisions / Departments
- Designing libraries of Product, Material, Measurements, Fit and Vendors
- Designing the sample approval process with involvement of external and internal roles
- Product development process to be tracked against the planned timelines at a colourway level so teams has the visibility of each product at the colourway level being sourced with one or multiple suppliers
- Standardisation of Design Pack across all Categories / Divisions / Departments to be sent to suppliers
- Using design tools to create new designs, images and artwork and making it available in FlexPLM directly from the those tools
- Having the ability to store Sourcing office and other details of sourcing configuration for the product
- Quick reference cards for Training covering all modules in hard mount cards for quicker access on content
- Interactive audio visual files covering for Training of users

The Above solution helped the brand in having standardisation for all its business processes to help draw commonality and bring in consolidation across its various divisions/departments.

Business Benefits

- The Brand now has a custom calendar with in-built workflow, which sends notification to assigned users-calendars further categorized as Season, Product and Colorway, where each Colorway within a season can be tracked individually
- The Sample workflow integration with organizational calendar at season Level to have flexibility for sampling process
- Automation of status updates with actual dates for tasks completed when milestone is achieved at organizational calendar level
- Color Coded Dashboard representation for milestone tracking for senior management which helps in performance evaluation
- Increased number of enhanced Design Packs that are being created to give supplier maximum information resulting in better quality of samples and lower rejections / re-work of samples
- The Organization achieved cost sheet building for 2 versions – Full and Lite with ready tool of "what if" scenario costing
- Built-in Process of Cost Sheets for supplier's active participation - Suppliers will create Cost sheets and submit for users to be able to review and approve
- Auto population of duty, freight and exchange rates for costing based on dependent factors like product type, shipment type and country
- Pre populated material, sizing, measurement and Color Library available online
- Integration with sourcing tool for supplier library which updates on everyday basis for most accurate supplier information
- Help the Brand in co-developing the product designs with Suppliers and FlexPLM becoming a repository for these designs
- Seasonal reports for Hit Rate analysis and supplier performance
- Vendor portal which gives secured access to material, document and image library to suppliers apart from Product, Sampling and Costing with defined access hierarchy

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.

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