

# Enhancing Business Process Efficiency



## SITUATION

The customer's full-line sporting goods store was unable to operate at the optimum functional capability due to manual documentation, outdated sequential signature system and lack of visibility.

## IMPACT

The sporting goods retailer was unable to meet the burgeoning demands of its consumers efficiently, facing backlog of orders leading to frequent process breakdown, a major capability bottleneck.

## RESOLUTION

Implement a PTC's FlexPLM solution for streamlining the product development process through systematic workflow control and implementation of industry-best practices across the organization, conversion from paper to electronic data access for swift operations enabled process

# The Customer

An authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel and footwear in a specialty store environment.

## Challenges

- Manually managed development cycle and workflows
- Sequential signature capabilities along with paper document management
- Disparate information silos
- Lack of proper visibility
- No proper standardization of process

## Solution: Implementation of PTC's FlexPLM

ITC Infotech performed an in-depth analysis of the customer's existing processes, thereby gaining a thorough understanding of the structure and workflow requirements, identifying the areas needing specific improvements. ITC Infotech, in collaboration with leading management consulting firm, implemented PTC's FlexPLM to strengthen and streamline the client's product development process, incorporate industry best practices and workflows to automate the key tasks in Product Lifecycle Management (PLM).

Eight months of effective testing and implementation by ITC Infotech accomplished successful adoption of Agile methodology in Phase 1 that involved the development of materials, color, vendors, test specification, etc. and the mapping of season, planning, concept and product development for apparel group in the system in Phase 2.

The solution also enabled access of proper designing tools for the design and tech design teams, allowing them to directly access the FlexPLM from the designing software and manage a better workflow as well as faster process delivery. ITC Infotech conducted a thorough round of testing after each deployment activity and captured screenshots to maintain consistency across implemented environments.

### Project Scope

- To implement an enterprise-wide scalable Product Lifecycle Management Solution for ensuring process alignment
- To bring considerable savings through improvements.
- To roll out implementation to 125 users in Apparel, Footwear and Hardlines

ITC Infotech performed ground work on each and every module being defined and shared best practices, facilitating timely and effective decision making. Thorough rounds of testing and strict adherence to SDLC methodologies and coding standards ensured the implementation of a robust PLM system that brought exponential growth to customer's business through enhancement of processes and increase of efficiency.

## Highlights

- Successfully adopting Agile Methodology
- Piloting and training one division
- Successively expanding the pilot to rest of the company
- CRP session followed by FlexType Configuration
- QA and UAT session followed by CRP session, once approved by users

## Benefits

- Enterprise wide collaboration realized cost reductions both upstream and downstream
- Reduced Time-to-Market
- Business line specific savings
- Sourcing consolidation and economies of scale
- Knowledge Management across organization globally
- Support for Apparel, Footwear and Hardlines
- Solid downstream Integration ability
- Strengthening the growth of Private Labels
- Better visibility by management across the business
- Improved sample adoption rate

### 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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