

# Global Lifestyle Footwear Brand Established an Integrated Design Environment for Real-time Collaboration Across its Value Chain



## SITUATION

The customer's legacy Product Information (PI) system enabled only basic product data management and could not cope with the growing business requirements. There were several issues reported on integration with multiple enterprise systems (SAP, BW) connected to the platform.

## IMPACT

The system required a huge amount of manual intervention in maintenance, data sharing and integration with the downstream systems. This not only resulted in significant time delays due to human errors but also failed to give a clear view of the supply chain to the customer.

## RESOLUTION

Our solution helped the customer stabilize their product development environment. By seamlessly integrating multiple enterprise systems with PLM, access to product information was simplified and processes were automated for minimizing human effort.

## The Customer

A global lifestyle brand with a focus on men's and women's footwear and accessories headquartered in the United States. The customer has a strong retail base with an array of products including unisex footwear, apparel and accessories sold at major retailers and outlet malls throughout the country.



## The Need

The customer's legacy Product Information (PI) system based on Oracle forms enabled only basic product data management activities and lacked a web user interface.

The PLM system had to interface with four key systems via a middleware – Microsoft BizTalk:

- **SAP** – Enterprise Resource Planning system connected to 26 other downstream systems
- **Media-Bin** – Central repository for all images and line drawings and source to e-commerce website
- **Business Warehouse** – Enterprise level reporting and BI tool for Demand Planning and Forecasting
- **Avery** – Label development and printing system

Several issues were reported on integration with these downstream systems requiring a huge amount of manual intervention often susceptible to human errors. Hence, it was essential to replace the current legacy system.

## The Solution

ITC Infotech in collaboration with a consulting partner, replaced the existing Product Information (PI) system with PTC's leading Retail PLM solution – FlexPLM over two phases. The first phase involved configuration of the PLM system – libraries, basic customizations to enhance application usability and prepping up of Tech Packs. During the second phase, FlexPLM was integrated with the four key systems – SAP, Media-Bin, Business Warehouse and Avery to ensure seamless data sharing and accessibility.

Business decision support was provided with the help of automated Labels, Material Usage and Product Change History Reports.

### Highlights:

- First implementation in Retail PLM to use 'Qualitia' for automated testing reducing 10-15% of testing effort
- Basic customizations enabled – automated stock numbering to identify colorways, sizing details lined to product and cost sheet calculations using smart lookup tables
- Designed Tech Pack with custom header and cover page and easy access to sampling information
- Created custom reports

- Label Report to facilitate printing of Label Report, Label International Report and Label Licensed Report from FlexPLM
- Material Usage Report to enable visibility on materials, material-colors used
- PLM Change History Report to track changes in Product attributes, Colorway attributes and Sourcing attributes over a specified time period
- Seamless integration with Integration with SAP, Media-bin, Avery Dennis on and APO (Inbound)

## Business Benefits

- Centralized platform providing 'a single source of truth' for product information
- Downstream teams can now quickly leverage latest product information shared by design team
- Improved reliability, stability and scalability of the system despite multiple teams and product categories
- User-friendly classification of product lines by Collection, Sub Collection, Zone and different Tiers
- Handling of 'Late Adds' and 'Reactivation' more efficiently and systematically

### ITC Infotech's PLM Practice

ITC Infotech shares a decade-long strategic partnership with PTC and is a leading provider of PTC Suite of Products. We have Centres of Excellence in specialized PLM technologies and are frontrunners in innovative methods, processes and skills in the PLM space. ITC Infotech has the largest number of PTC certified consultants and seasoned industry experts within depth knowledge of PLM.

The company has worked with some of the leading Aerospace & Defence, Automotive, Industrial Equipments, Hi-tech, Oil & Gas, Retail, Apparel and Footwear (RFA) and Consumer Goods companies across the world.

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