

# A quick Out-of-the-box PLM Implementation Helped a Leading Running Shoe Retailer Achieve Streamlined Product Development



## SITUATION

With the Retail and Consumer Goods industry seeing increasingly shorter product cycles and more variants, our Customer needed to digitize product design data and realign their Footwear, Apparel and Moving Comfort segments into a single standardized product development process.

## IMPACT

The lack of standardization and a centralized material library across the product segments created gaps in the product development process. Manual entry of style data to create Purchase Orders resulted in errors and unnecessary delays.

## RESOLUTION

Our accelerator for Footwear solution helped the Customer to get the PLM system up and running within a short time period of seven months. Leveraging the Footwear industry's best practices and Out-of-the-box features in PTC Retail PLM, product development processes were simplified and made scalable for supporting multiple product lines.

## The Customer

The customer is a leader in designing and marketing high-performance men's and women's running shoes, apparel and accessories across 40 countries. A market-driven company, it stands out because of its dealer channel strategy focused entirely on meeting runners' specific needs.



## The Need

The consumer products industry is faced with many challenges, including product innovation, speed to market, product and process quality excellence, cost pressures and regulatory compliance. This is true especially in the highly competitive global marketplace, where companies need to deliver the right products of optimum quality, at the right time, and at the right price, while retaining profit margins.

The Customer wanted a PLM solution that could address the industry specific challenges and quickly transform their product development processes to suit business growth. Also, the Customer was using M3 – a legacy ERP system for sales order management where they were manually creating product style data for processing Purchase Orders.

## The Solution

ITC Infotech implemented PTC's Retail PLM solution – FlexPLM in seven months, making it one of the most efficient PLM (Product Lifecycle Management) implementations in the Consumer Products, Retail, Footwear and Apparel sector. The engagement was carried out in 3 phases where during the first two phases, select modules of FlexPLM were implemented and the last phase involved integration with the M3 system to enable product style data to flow directly into M3.

ITC Infotech conducted the entire customer workshops using the Footwear accelerator, developed over FlexPLM with pre-configured templates and based on the best practices from the Footwear industry. Extensive use of out-of-the-box features and the pre-configured templates reduced the implementation time considerably. The physical material library was entirely digitized with access to technical details and visibility on approved and limited-use materials, suppliers and colors. This enabled accurate Bill of Materials (BOM) creation and reduced sample turn-around time. Workflows and calendars were also automated.

In the third phase, our solution helped the Customer seamlessly link M3 with FlexPLM styles with the integration of all style and SKU data, automatic generation of relevant Warehouse and Facility information, Purchase Orders, UPC codes and inventory allocation checks. This helped ease the requirement gathering process leading to faster user buy-ins.

## Business Benefits

Our solution benefitted the customer in multiple ways:

- Reduced deployment time with pre-configured templates and only few customizations
- Implemented best practices leveraged from our proven expertise in implementing FlexPLM
- Enhanced business decision making with increased visibility into the status of the entire product line
- Improved tracking of product development timelines with user notifications on upcoming deadlines
- Centralized library for materials with technical details of all materials for improved collaboration
- Enhanced accuracy with reduced manual entry into ERP system

### 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 200+ 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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