

ITC Infotech Drives Business Innovation at a Leading American Brand of Children's Clothing with FlexPLM



ABOUT THE CLIENT

A leading consumer goods brand in America having experience of over a century, they currently sell over 10 products for every child born in the US. Accounting for a quarter of all sales of the children's sleepwear market and for clothes for newborn to two-year-olds, they have a long history of providing the best products for their customers.

While the brand partnered with ITC Infotech to enable a smoother transition and enhance adoption for its PLM project in 2014, the scale of the implementation required a more thorough digital transformation. In this regard, they were looking for a platform to address distinct business needs that could not be addressed with the existing OOTB functionalities.

WHAT WAS NEEDED

- Platform to build business specific apps, with enhanced UI/UX features to enable quick adoption
- High PLM adoption which would allow designers to create & showcase impactful seasonal range in a template to be used in marketing meetings and make assortments
- A prediction engine for materials and components used for a product

SOLUTION

- Five separate apps were developed to address specific business needs accessible from within the PLM system. This helped achieve the goal of making the PD process smarter with connected products and insight-enabled decision making
 - The digital style tracker provided a visually appealing dashboard with end-to-end product development status & visibility into exception reporting
 - Product development could be tracked at the component level (BOM and samples) clearly indicating the bottlenecks in the process as well as the reason for delay
- ITC Infotech continues to provide 24x5 support to the brand of 600 user bases across North America and Asia with a dedicated team of consultants. We also set up a High Availability Production environment for uninterrupted business continuity and high performance

RESULT

- Enhanced User Experience - this translated into increased system adoption
- Created a Unified Platform to meet the Brand's growth strategy of complete Digital Transformation of the product development process
- Scalable framework on which apps can be designed and developed at a faster pace
- Continuous availability of PLM platform which facilitates uninterrupted business continuity
- App allows design teams to showcase impactful seasonal range, thereby empowering businesses to make informed decisions and fasten time-to-market

ABOUT ITC INFOTECH'S PLM CAPABILITIES

Product Lifecycle Management is one of the largest ITC Infotech practices with deep expertise in implementing PLM "Business Friendly" solutions, enabling success for clients globally. To us, PLM is a Product Innovation Platform – the backbone of Digital Transformation that helps clients achieve business objectives. We've implemented 1000+ Global PLM engagements (Domain led + Consulting enabled) & our established PLM-vendor partnerships give us the technology advantage. Our offshore and nearshore service delivery capabilities, underpinned by Agile enabled Managed Services & outcome-based commercial models suit every client.