

Women's Fashion Retailer Upgrades to the Latest Version of Enterprise PLM Application



ABOUT THE CLIENT

The client is a leading American specialty retailer of women's fashions and accessories that targets a large customer base and is committed to offering high quality affordable fashions across various categories – apparel, shoes, jewelry, and accessories. The client was using an outdated version of PLM application and was burdened with 160+ customizations. Few key challenges faced –users spending ~25% of their time 'searching' for products, inability to use the latest Adobe Design Suite, and lack of collaboration options with vendors.

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WHAT WAS NEEDED

- Realign business processes to leverage the latest PLM features & de-customize the system and make it upgrade friendly
- Lack of ease in managing Colorway Quantities by size
- Migrate the data from 17+ Seasons with high accuracy and speed
- Improved design process efficiency using Adobe plug-in
- A flexible and scalable reporting framework

SOLUTION

- Business processes were re-aligned to new product features that resulted in reduction of 70+ customizations/Extensions
- Business was on-boarded to use the latest FlexPLM-Adobe Illustrator (Design Suite) plug-in leveraging the latest functionalities
- Implementation of a status driven easy to use development process
- A Data Migration Framework developed to facilitate the migration of the data corresponding to 17 Product Development Seasons with minimum downtime
- Created a collaborative system for internal teams, customers and suppliers via the vendor portal module

RESULT

- 15-20% anticipated reduction in product development time
- Reduction in customizations by 30%
- Real-time single source of truth between customer and suppliers
- Design Suite enabled seamless end-to-end integration with Adobe Illustrator to drive a creative design process
- Advanced reporting capabilities to support better decision making
- Improved usability resulting in increased adoption

ABOUT ITC INFOTECH'S PLM CAPABILITIES

Product Lifecycle Management is one of the largest ITC Infotech practices with deep expertise in implementing business-friendly solutions to help clients achieve business objectives. Our offshore and nearshore service delivery capabilities underpinned by Agile enabled managed services and outcome-based commercial models suit every client.