

American Multinational Retail Giant Chooses PTC's FlexPLM to Propel Their Product Development



ABOUT THE CLIENT

An American multinational retail corporation operating a chain of hypermarkets, department stores, and grocery stores. The company operates over 11,000 stores across the world. The American division was looking for a scalable enterprise application to manage the product design and development process for their private labels.

WHAT WAS NEEDED

- One system to manage 800+ Categories across 9 business units covering all Private label GM business for USA
- Common shared library and Tech Pack format across division
- A fast-track implementation methodology and faster go live to maximize ROI
- To train, 300+ core users and over 2000 supplier users across 6 global locations.
- Leverage maximum out of the box functionalities to address the requirements

SOLUTION

- Agile framework for a Fast-track implementation based on best practices
- 12 Month implementation cycle from Kickoff till Go Live of all the 4 Business Units
- More than 90% requirements mapped with Out of the box capabilities
- 40+ Proof of Concepts for effective user buy in and increased adoption
- E-Learning Portal + Interactive training content to support continuous training of associates and vendor users post go-live
- Effective Change management through Quarterly Newsletters, Monthly User Assessments, Release specific Surveys, Videos and Open sessions

RESULT

- “One Best Way Process” implemented across 4 business units and 36 departments
- First go-live in 16 weeks followed by one go-live every 2 to 3 months
- 2000+ internal users & vendors were trained and on boarded. Classroom trains conducted in over 6 global locations.
- Robust Reporting framework for custom reports to support users make better decisions
- Integration with Design suite facilitated seamless flow of creative designs into PTC FlexPLM

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 near shore service delivery capabilities underpinned by Agile enabled managed services and outcome-based commercial models suit every client.