



Digital Product Management Lifecycle for a Leading American Baby and Children’s Apparel Brand



A prominent North American brand specializing in baby and children's apparel hired ITC Infotech to enhance its new product development process. The company globally operates across retail, wholesale, and e-commerce channels. The company sought a digital product development solution that integrates PLM and AI to enhance innovation, sustainability, and direct-to-consumer strategies. ITC Infotech collaborated with the company to develop a digital concept for the commercialization process that integrates PLM, PIM, and DAM, powered by Generative AI and Agentic AI, to reduce the time to concept development and improve new product time-to-market.



ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGES

- Traditional product development process in non-digital formats limiting traceability and enterprise-wide accessibility
- Expert-dependent workflows hindering agility, slowing speed-to-market, and reducing cross-functional collaboration efficiency
- Manual process hand-off increasing ‘Time-to-Insight’ and Concept development
- Improve full price sell-through

SOLUTION

- Conducted strategy workshops to dive deep into the challenges and identify gaps
- Identified use cases relevant to the business outcome
- Established POCs on consumer sensing, trend analysis, consumer feedback analysis, and competition analysis
- Developed a visualization strategy through assortment planning and integrated a visual line collaboration platform
- Designed commercialization model using PIM and DAM

BENEFITS

- Digital Concept to Commercialization Process
- Gen AI-enabled digital assistant for augmented research and analysis
- Automation + AI-driven PLM workflow
- Reduction of time to market from 18 months to 6 months
- 50% reduction in Time to Insight and Concept Development
- Full price sell-through improvement by 15%