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Radicalising your Lifecycle’s full potential with PLM

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PLM EVENT – Inspired
University of Huddersfield
21st June 2016
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Fellow of the Higher Education Academy, a member of the Chartered Management Institute and an Associate of the Textile Industry
18 years experience in the clothing industry
Technical and Sourcing Manager
Joined UoH 2009

Vivek Mani – Principal Consultant

10 years of experience in Retail Industry in merchandising, marketing, sourcing and vendor management
5 years of PLM & Consulting experience
Key PLM Engagements: George-Asda (U.K), Clarks Shoes (UK), Ecco Shoes (Denmark), Li-Fung (USA)
Agenda

- Typical product development process
- Industry pain points and challenges
- What is PLM and its concepts
- PLM capability framework
- Benefits of PLM
- Road ahead
Typical Apparel Product Development Process

1. Sketch
2. Line Boards
3. Yarn Selection
4. Textile Selection
5. Trim (Button/Zipper) Selection
6. Color Palette
7. Pattern Grading / Sizing
8. Cutting
9. Sewing
10. Testing
11. Wet Processing
12. Manufacturing
13. Quality
14. Finished Product
15. Logistics
16. Retailer/Consumer

4-8 Seasons
Some Problem Echoed?

- High Product Cost
- High Time to Market
- High Material Cost
- High cycle Time
- High Sampling cost
- Lower Resource productivity
- Multiple Versions Of Truth
- Limited Process Visibility
- Lack Of Control
- Decentralised Data
- Dispersed Supply Chain
- Multiple Stakeholders
- Effort Duplication

Bottom line
Top line
Margins
Market Share

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Complex Apparel Value Chain

- Multiple points of communication
- Limited process Visibility
- Not centralized
- Multiple versions
- Lack of control
- Dispersed Supply Chain
- Various Stakeholders
- Duplication of efforts
What is PLM?

"Product life cycle management (PLM) is a philosophy, process and discipline supported by software for managing products through the stages of their life cycles, from concept through retirement.

– Gartner

"Product lifecycle management is an integrated, information-driven approach to all aspects of a product’s life – from its design inception through its manufacture, deployment and maintenance, culminating in its removal from service and final disposal.

– University of Michigan, PLM Development Consortium

"A strategic business approach that applies a consistent set of business solutions in support of the collaborative creation, management, dissemination, and use of product definition information across the extended enterprise from concept to end of life — integrating people, processes, business systems, and information.

– CIMData
What PLM Brings?

- PLM brings the 3Ps
  - People
  - Processes
  - Product Data

Together in the Product Life Cycle
What’s the Concept?

Facilities
- Workflow/Process Mgmt
- Document/Asset Mgmt
- Visualization
- Reports/Dashboards
- Enterprise Integrations

Modules
- Business/Season Planning
- Merchandise/Line Planning
- Product Specifications Management
- Product Sourcing/Costing
- Sample Management
- Materials Management
- Color Management
- Vendor Collaboration

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# PLM and Beyond …

## PLM Capability Framework

### Plan
- **Line Planning**
- **Advanced Line Planning**
- **Global Buy Table**

### Concept
- **Concept Development**
- **Color Palette Management**
- **Inspirations and Themes**

### Design
- **Design Creation**
- **Product Mgmt**
- **Colorway / SKU Creation**
- **Sample Management**
- **Color Definition**
- **Material Definition**
- **Line Sheets / Boards**

### Develop
- **BOM Management**
- **Specification Management**
- **Construction Management**
- **Costing**
- **Finished Good Sample Mgmt**
- **Material Sample Management**
- **Material/ Product Testing**

### Source
- **Basic Supplier Management**
- **Vendor Portal/ RFQ**
- **Production Order Tracking**
- **Vendor Performance Management**
- **Primary Material Aggregation**
- **Advanced Sourcing**

### Produce
- **Integration to ERP**
- **Integration to E commerce**
- **Test Specifications**
- **Vendor Compliance**

### QA & Delivery
- **Calendar Management**
- **Workflow**
- **Product Tracking**
- **Reporting**
- **Integration**
- **Supply Chain Collaboration**

### Business Intelligence / Style Performance Analytics / Mobility

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# Advance Capabilities

## Style Performance Analytics
Enable Smarter decision making by predicting Fashion

## Material Aggregation
Unlock hidden inefficiencies in material sourcing

## Flex PLM Reporting
Pre-configured FlexPLM Reports

## Factory compliance & Product Testing
Manage vendor compliance, audit & tracking

## Vendor Scorecard
Ensures current, consistent & accurate information about vendors

## Mobility Solution
Approve tasks, upload pictures, mass approve/reject samples on the go via mobile app

## Production Order Tracking
Track Real time Status of orders in factories

## Global Buy Table
Unifies Forecast Information and addresses multi-region buyer requirement

## Advance Sourcing for Apparel
High degree of collaboration with Vendor. Lets the organisation focus on Core areas.
PLM is a Source of Competitive Advantage

- **Best-Price from Best Source**
  - Multiple Factories/ Multiple Costing Scenarios

- **Speed-to-Market**
  - Reduced Lead Time by 50-60%

- **Enhance Adoption Rate**
  - Saving in cost & resources up to 50%

- **Single-Version of Truth**
  - Coordination among various players;
    - Better Quality Products & Knowledge Mgmt

- **Well Defined Roles & Responsibilities**
  - Security Enabled, User Specific Task Allocation

- **Re-usability**
  - Libraries, Document Management

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PLM can help you generate ROI

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced Product Development Time</td>
<td>24% to 31% Improvement</td>
</tr>
<tr>
<td>Reduced Total Lead Time</td>
<td>7% to 19% Improvement</td>
</tr>
<tr>
<td>Material Cost Reduction</td>
<td>3% to 5% Improvement</td>
</tr>
<tr>
<td>Reduced Approval Timeline</td>
<td>Upto 5% Improvement</td>
</tr>
<tr>
<td>Improved Time To Market</td>
<td>17% to 31% Improvement</td>
</tr>
<tr>
<td>Improved Overall Margin</td>
<td>7% to 19% Improvement</td>
</tr>
<tr>
<td>Reduced Inventory</td>
<td>3% to 25% Improvement</td>
</tr>
<tr>
<td>Reduction In Redundant Tasks</td>
<td>15% to 30% Improvement</td>
</tr>
</tbody>
</table>

*Source: Kurt Salmon and Gartner*
Road Ahead - Planning and Readiness Assessment

Planning

- Review company’s vision, business strategy and goals
- Document product lifecycle Process
- Assess effectiveness of your product development process
- Evaluate PLM software solution
- List business requirements and define PLM strategy
- Define operational metrics and targets for improvement (ROI etc.)

Assessment

- Infrastructure Assessment
  - Adequateness of the current technology
  - Scalability of the technology
  - Openness to the technology
- Current system and application assessment
  - Flow of information – System Architecture
  - Systems need to be integrated
  - Systems to be replaced by PLM
- Business Process Assessment
  - Mapping of current processes / People
  - Pain points and Challenges
  - Business expectation from PLM
- People assessment
  - Openness to accept new system
  - Timing of the new system

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