PLM EVENT – Inspired

University of Huddersfield

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Jo Conlon FHEA, MCMI, C.Text.ATI,
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

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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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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
## 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
- Global Buy Table

### Business Intelligence / Style Performance Analytics / Mobility

### Standard Capabilities
- Calendar Management
- Workflow
- Product Tracking
- Reporting
- Integration
- Supply Chain Collaboration

### Advance Capabilities
- Business Intelligence / Style Performance Analytics / Mobility

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## Advance Capabilities

<table>
<thead>
<tr>
<th>Style Performance Analytics</th>
<th>Material Aggregation</th>
<th>Flex PLM Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable Smarter decision making by predicting Fashion</td>
<td>Unlock hidden inefficiencies in material sourcing</td>
<td>Pre-configured FlexPLM Reports</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factory compliance &amp; Product Testing</th>
<th>Vendor Scorecard</th>
<th>Mobility Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage vendor compliance, audit &amp; tracking</td>
<td>Ensures current, consistent &amp; accurate information about vendors</td>
<td>Approve tasks, upload pictures, mass approve/reject samples on the go via mobile app</td>
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<table>
<thead>
<tr>
<th>Production Order Tracking</th>
<th>Global Buy Table</th>
<th>Advance Sourcing for Apparel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track Real time Status of orders in factories</td>
<td>Unifies Forecast Information and addresses multi-region buyer requirement</td>
<td>High degree of collaboration with Vendor. Lets the organisation focus on Core areas.</td>
</tr>
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</table>
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
# PLM can help you generate ROI

<table>
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<tr>
<th>Expectations</th>
<th>Delivered</th>
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<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>
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*Source: Kurt Salmon and Gartner*
Road Ahead - Planning and Readiness Assessment

Planning

- Evaluate PLM software solution
- Document product lifecycle Process
- Assess effectiveness of your product development process
- 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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Email: vivek.mani@itcinfotech.com
Web: www.itcinfotech.com