



# PLM System Design and Implementation

Enhancing global supply chain responsiveness and performance processes that support future business model and rollout of new software.

**The Client** A \$2 billion, multi-channel specialty retailer of private label children's apparel, footwear, and accessories.

## The Challenge

The client's merchandising and sourcing organizations were faced with declining margins and an increasingly complex and dispersed global supply chain. The process was hindered by silos of information in each product category resulting in loss of leverage with vendors and slow responsiveness to trends and opportunities.

The executive team wanted to implement a 'world class' product lifecycle management solution to provide a common repository of design, development, and sourcing information, consolidated fabric and finished goods requirements, and visibility to overseas production milestones.

The Parker Avery Group specializes in transforming retail and consumer goods organizations through development of competitive strategies, business process design, deep analytics expertise, change management leadership, and implementation of solutions that enable key capabilities.



## The Parker Avery Solution

The Parker Avery team designed the future business processes, configured the software, and led the phased rollout of the solution. Approximately 100 users were trained across the product development, sourcing, and logistics organizations.

As part of the solution, Parker Avery confirmed roles, established calendars, and documented, configured, and validated system requirements. The rollout included training more than 100 individuals to perform new jobs with more efficient and productive processes.

Processes designed, implemented, and trained included:

- Product development
- Sourcing
- Order management
- Logistics tracking
- Production tracking

**The Result**

As a result of the project, the client has experienced:

- Lower costs and improved margins based on fabric consolidation across categories and better volume leverage with factories
- Increased control and visibility of their global logistics costs
- Awareness of potential production delays before they require air shipments to meet in-DC dates
- More flexible and sophisticated ordering (ordering pre-packs and split shipments to multiple DCs)

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Contact us at 770.882.2205 or [contact@parkeravery.com](mailto:contact@parkeravery.com)