

Client Challenge

The client is a \$3B multi-channel, multi-brand retailer and wholesaler of clothing and accessories selling globally in leading department stores, national chains, and specialty retailers. The retailer was using multiple systems and spreadsheets to handle all product design and development processes: materials, submits, colors, artwork, product creation, samples, and bills of material (BOM). Due to the disparate systems, there was no visibility into the coordination of these processes, inhibiting the company's ability to foresee issues causing production problems. The retailer needed all relevant information to be consolidated into one system, providing visibility into the entire process for all stakeholders involved in product development.

Parker Avery Solution

Parker Avery was initially engaged to help the client identify an appropriate product lifecycle management (PLM) solution for their business. To thoroughly understand their unique business model and requirements, the team met with representatives across the product design and development teams.

Leveraging the firm's expert approach to retail system selection, Parker Avery helped the client identify the most appropriate PLM solution for their needs. The team performed the following activities in close collaboration with the client:

- Documented business and technical requirements
- Prepared and issued the request for information (RFI)
- Created detailed demo scripts
- Coordinated communications with vendors and demos
- Documented client decisions

After the selection process, Parker Avery's team assisted in implementing the selected PLM solution. Responsibilities and work products included:

- Project management: project planning, issue and risk management
- Detailed design: current and future-state business process flows
- User acceptance testing (UAT): test scripts and UAT documentation
- Change management: training materials, change management plan, and communications plans

RESULTS



PLM
SOLUTION
SELECTED



PLM
SOLUTION
IMPLEMENTED



VISIBILITY AND
EFFICIENCIES
REALIZED

As a result of the PLM implementation, the client now develops all items in a single, integrated system. All applicable hierarchy and supplemental item information is entered into the PLM system and shared seamlessly throughout the retailer's technological footprint. Additionally, the client now has visibility into any tasks tracking late during the product design and development process.