THE Parker Avery GROUP

PLM Software Selection Drives Retailer's Efficiency and Competitive Growth

Client Challenge

A high-end retailer of women's apparel and accessories featuring bright, vibrant colors and unique, custom prints was using an outdated product development management (PDM) system that had very basic functionality. As such, much of the product development process was performed outside the system. Tracking samples, submits, and costing in spreadsheets resulted in minimal visibility into the status and delays in the product development process. Further, the company's unique practice of hand-painting its hallmark material prints was the basis of all product development. The client needed a new product lifecycle management (PLM) software solution that could incorporate their complex print process into product development as well as improve visibility and data integrity.

Parker Avery Solution

Parker Avery used a combination of different evaluation methods to perform the PLM software selection for the client's unique development process. Initially, the team interviewed representatives across the company's business areas to thoroughly understand current business processes, requirements, and pain points. This discovery information was used to drive the development of the request for information (RFI) as well as high-level agendas for introductory demonstrations with each of the vendors.

The client's business representatives scored the solutions based on the initial, free-form demonstrations and vendor RFI responses. Using functional weightings provided by the business, Parker Avery assessed the results and helped the client determine a short list of PLM software providers. Parker Avery also created a 'day in the life' script to guide full-day demos.

Parker Avery was responsible for all phases of the client's PLM software selection project:

- Discovery/stakeholder interviews
- Requirements definition
- RFI creation, distribution, and assessment
- Communication liaison between client and vendors
- Development of detailed demo scripts
- Demonstration scoring assembly/analysis
- Deployment strategy recommendation

RESULTS

PLM SOFTWARE SELECTION COMPLETE

PRODUCT DEVELOPMENT STREAMLINED*

FUTURE GROWTH OPPORTUNITIES ENHANCED*

* Expected

Based on Parker Avery's analysis, and with unanimous agreement between the business and IT, the retailer selected a new PLM solution that best fit its unique requirements.

Once the new PLM software is implemented, the client expects to realize product development efficiencies using a central repository of information, more streamlined business processes, and significantly better integration with other systems. These improvements will enhance the retailer's future growth opportunities while minimizing risk.