

## A Case Study

PLM System Design and  
Implementation

### Client

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

### Challenge

The 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

The Parker Avery Group is a boutique strategy and management consulting firm. We are a leading provider of strategy and business consulting services to retail and consumer goods companies. We work with our clients to help them research and develop strategies, design improved processes and execute change. We specialize in integrating customer insights and multi-channel business models.

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### The Parker Avery Solution

The Parker Avery team designed the future business processes, configured the software and led the phased roll-out of the solution. Approximately 100 users were trained across the Product Development, Sourcing and Logistics organizations.

As part of the solution, PAG defined processes, confirmed roles, established calendars and documented, configured and validated system requirements.

The roll-out included training more than 100 individuals to perform new jobs with more efficient and productive processes. The processes designed, implemented and trained included:

- Product Development
- Sourcing
- Order Management
- Logistics Tracking
- Production Tracking

### Results

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)

