

Case Study

PLM System Selection

Client

A \$2+ billion wholesaler and multi-channel retailer of apparel and accessories.

Challenge

Identify the commercially available Product Lifecycle Management (PLM) system(s) that best enables the conception, design, development, sourcing, production, and delivery of private label product. Provide improved capabilities in the following areas:

- Comprehensive foundational product structure (e.g., hierarchy and other key attributes)
- Workflow, task management, and measurement and visibility to calendar adherence
- Product Development, Sourcing, and Production data management, integrity, and visibility
- Incorporation of historic and projected costs into the design process with ability to roll up margin

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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- Management of sourcing capacity and fabric consumption by geographical region, vendor, etc.
- Development of a balanced vendor scorecard based on prior and current season KPIs
- Direct collaboration with external vendors
- Logistics tracking visibility

The Parker Avery Solution

The Parker Avery Group led the client through the system selection process by performing the following activities:

- Vetted potential software providers
- Issued and evaluated RFI responses to narrow the field
- Documented client-specific system requirements
- Wrote and issued a comprehensive RFP
- Reference calls with software provider's customers
- Organized on-site software demonstrations
- Prepared a detailed demonstration script
- Developed a multi-faceted scoring system
- Provided a high-level implementation plan

Overview of PLM Software Provider Capabilities



Results

After completing the evaluation process, the client was able to identify the short list of vendors with the best potential to meet their comprehensive requirements.