SIEMENS

Siemens PLM Software

Solutions for smarter decisions in apparel and footwear

Siemens PLM Software facilitates on-time, on-trend product delivery

siemens.com/plm

Industry trends

Apparel, footwear and accessory brand owners face highly challenging global retail markets. These companies realize that success in this environment is attained by turning the biggest challenges of a trend-driven industry into sustainable competitive advantage. Successful competitors must be able to rapidly deliver products to market, meet customer needs, keep costs under control and facilitate global collaboration.

Siemens PLM Software meets these demands by providing industry-leading solutions for line planning and calendar management, integrated specification development and global sourcing. These solutions enable manufacturers and private label retailers to more easily capture new ideas at the front end of innovation to stay on trend, and efficiently collaborate across their extended value chains to stay on time.

Business challenges

Recent economic pressures have forced companies to rethink how and where they make their innovation investments. Brand and private label manufacturers and retailers have dramatically streamlined their operations in recent years to squeeze every last bit of margin out of sales. They have focused on simplifying and unifying the apparel, footwear and accessory development process by integrating specifications, calendars, cost information and line plans. These companies have become more strategic in the material purchases and commitments they make with their vendors. They also are leveraging sales and operations planning information to more accurately predict sales levels for the coming season.

Companies are adopting these efficiencies at the same time they are trying to accelerate innovation, collaborate more effectively, reduce overall costs and maintain superior product quality. With these challenges in mind, Siemens PLM Software provides a softlines, hardlines and footwear solution that enables you to improve development efficiency and transform your process of innovation so that you achieve on-trend, on-time performance, every time.

Mastering complexity

Globalization

Over the last decade, globalization within the apparel, footwear and accessory market has created a complex environment with tremendous growth opportunities. As this continues, PLM software will become increasingly critical for maintaining proper global visibility, facilitating precise communication between all enterprise stakeholders and achieving the rapid time-to-market that this industry requires. Siemens PLM Software provides a virtual platform that fosters global collaboration, leading to efficiencies that ultimately deliver better products.

Optimization

In today's global economy, the ability to leverage all of your resources effectively is extremely important. Unfortunately, this is not easily accomplished. Fast fashion and changing trends demand that you analyze your capabilities and processes each season and pull new resources with particular skill sets into your product development teams. You also need to repeatedly improve your development processes so that you consistently meet your time-to-market goals.

Speed

When the design, merchandising, supply chain and manufacturing disciplines in your product teams work within a unified PLM system, you are better able to address the complexity and speed requirements inherent in the apparel and footwear market. A unified PLM environment is adept at enabling team members to discuss design ideas and style mixes, navigate raw material development, reach agreements, review/approve process steps, assess lab dips, and engage in performance testing. PLM-driven collaboration facilitates faster time-to-market by enabling you to improve your overall development process and connect your value chain at the earliest stage of trend capture. It also fosters collaboration across the development, sourcing and product launch stages of your product lifecycle.
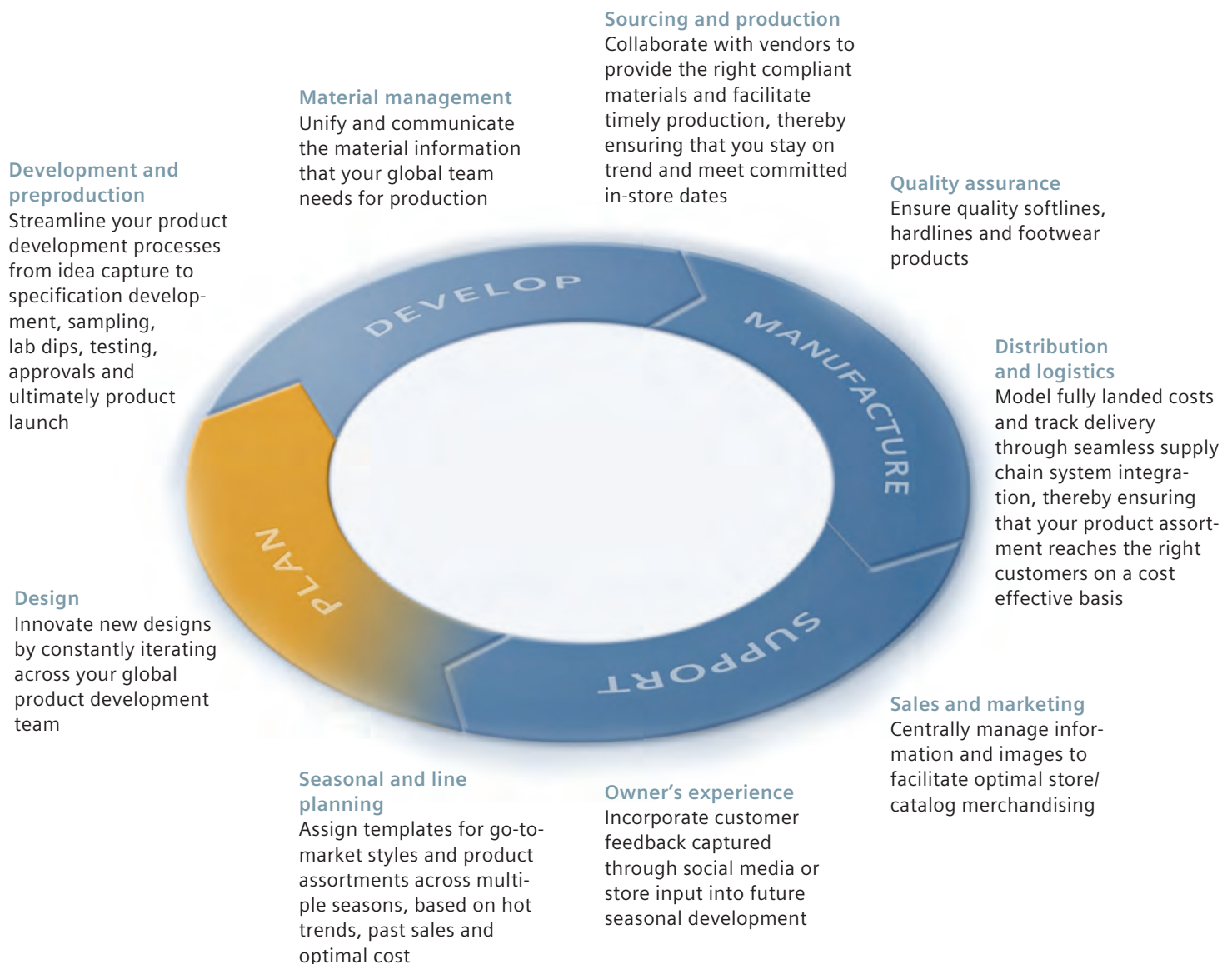
Sustainability

Apparel, footwear and accessory retailers are under scrutiny by consumers who want to buy sustainably made goods at low costs, as well as governments that enforce environmental regulations. There needs to be a way to effectively capture demand, manage requirements and collaborate with suppliers. You can leverage Siemens PLM Software solutions to evaluate and approve new materials and suppliers and to centrally manage global specifications to ensure sustainability, regulatory and customer compliance. All of this can be accomplished while improving development efficiency and time-to-market

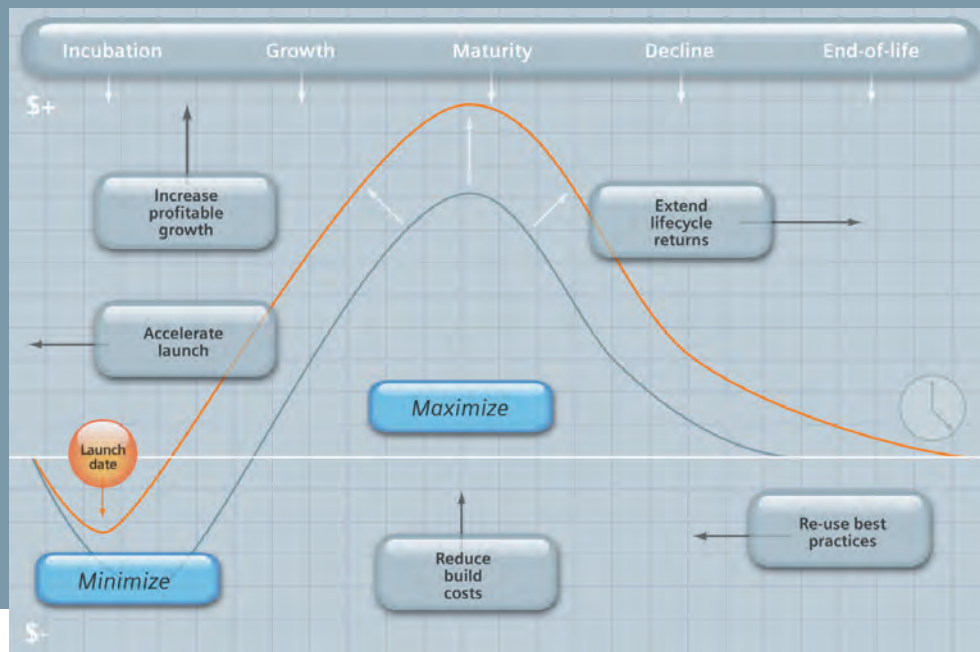# Product lifecycle management for apparel, footwear and accessories

Apparel, footwear and accessory brand and private label manufacturers participate in an innovation process that spans trend capture to product launch. To drive and improve this process, you need an innovation platform that will help manage your product and process data statically, as well as provide dynamic visibility into the concepts, calendars, line plans, material commitments and vendor collaboration that powers your product lifecycle. Most importantly, you need a platform that ties all of these aspects of your product lifecycle together in a unified view that can be leveraged by your internal teams, outsourced resources and supply chain. This platform must be able to merge your virtual and real worlds, so that you can accelerate your design process and facilitate more effective iteration and collaboration. The platform also should drive your sourcing process by simplifying and digitizing communications with your vendors.

Sourcing and production
Collaborate with vendors to provide the right compliant materials and facilitate timely production, thereby ensuring that you stay on trend and meet committed in-store dates

Material management
Unify and communicate the material information that your global team needs for production

Development and preproduction
Streamline your product development processes from idea capture to specification development, sampling, lab dips, testing, approvals and ultimately product launch

Quality assurance
Ensure quality softlines, hardlines and footwear products

Distribution and logistics
Model fully landed costs and track delivery through seamless supply chain system integration, thereby ensuring that your product assortment reaches the right customers on a cost effective basis

Design
Innovate new designs by constantly iterating across your global product development team

DEVELOP
MANUFACTURE
SUPPORT
PLAN

Sales and marketing
Centrally manage information and images to facilitate optimal store/catalog merchandising

Seasonal and line planning
Assign templates for go-to-market styles and product assortments across multiple seasons, based on hot trends, past sales and optimal cost

Owner's experience
Incorporate customer feedback captured through social media or store input into future seasonal development

PLM benefits for apparel, footwear and accessories

Accelerate launch
Introducing market-driven product innovations more rapidly to consumers enables you to stay one step ahead of your competition.

One of our customers used PLM to achieve faster speed-to-market, delivering its products in half the time than it did before.

Increase profitable growth
Companies can increase profitability and improve product development efficiency through better global calendar management integrated with line planning, materials management, costing and supplier collaboration.

A Siemens PLM Software customer used our solution to boost productivity by making its operations more visible (e.g., increasing catalog output by 10x).

Re-use best practices
PLM solutions provide a systematic and repeatable methodology for design and development, which improves efficiency while driving consistency and process improvement.

One of our customers used our solution to increase product development efficiency, including significantly increasing its first-round sample approval rate.

Reduce design costs
Quick and easy retrieval of stored design concepts and easier collaboration leads to lower material and overall operating costs.

One customer leveraged a combination of our CAD design and collaboration capabilities to achieve better design efficiency and improve visibility across its development team.

Smarter decisions, better products

Capture ideas, structure concept development and make better decisions throughout the development and launch process. Make product requirements and related changes visible to every designer, merchandiser, sourcing partner and executive manager throughout the innovation process.

There rarely is a shortage of good ideas in any organization. But how do you make sure that the right ideas actually make it to market? How do you stay "on-trend" in the fast moving, dynamic world of retail? Siemens PLM Software provides the platform you need to bring your innovations successfully to fruition. We help you build the right product, while our unified platform enables you to build the product right.

With our solutions, you can capture ideas from any source and give structure to developing those concepts, which results in better decision support throughout the new product development and launch process. PLM makes product require-ments and their related changes visible to every designer, merchandiser, sourcing partner and executive manager on your team throughout a continuous innovation process. Communication and collab-oration with your supply chain is enhanced by providing vendors with easy, secure access to development plans, tasks, deadlines and requirements. Research indicates that tighter integration of demand, product and supply across the value chain results in greater product development efficiencies, includ-ing higher inventory turnover, net-margin improvement and greater full-price sell-through. In short, our solutions enable your business to operate on an on-trend, on-time, all the time basis.
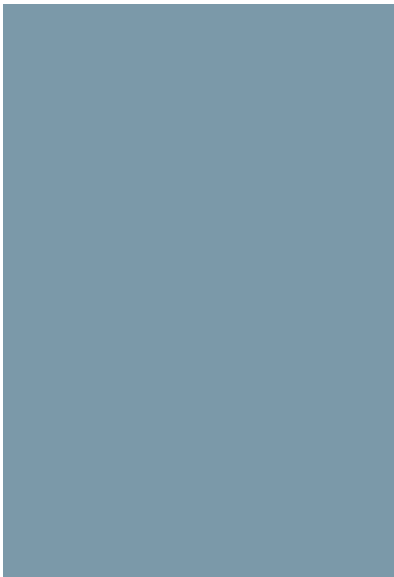
Transforming your process of innovation

Improving the innovation process helps turn the right ideas into successful products. PLM-driven solutions applied across your enterprise help you do a better job of responding to trend-driven shifts in demand.

At Siemens PLM Software, we never let a customer fail. Successful product development requires companies to facilitate open innovation, enable collaboration both inside and outside their organizational borders and instill discipline across their development process. PLM-driven solutions can help you turn the right ideas into successful products and bring these products to market to meet your strategic goals – as well as the needs of your customers.

Our PLM platform is designed for apparel, footwear and accessory manufacturers, vertically integrated retailers and private label merchants. Siemens PLM Software transforms your process of innovation across an entire product lifecycle by minimizing costs, increasing quality and improving time-to-market. Our solution turns the biggest challenges of a trend-driven industry into sustainable competitive advantages. By improving the innovation process, brand owners can better respond to shifts in demand, thereby improving customer loyalty and maximizing their bottom lines.

Solutions for apparel, footwear and accessories

Use PLM to manage extensive specification development components throughout the product lifecycle. Regain precious time spent on lab dips, construction details, samples and approvals. Get to market better and faster.

Integrated specification development
Production in the apparel, footwear and accessory market often requires many design iterations. Precious time is spent on lab dips, construction details, samples and approvals that assess the use of multiple materials. In addition, it is increasingly difficult to manage these processes via static documents, uncoordinated programs and e-mail.

Our PLM solution provides comprehensive, global management capabilities for all specification development components in the product lifecycle. The solution includes a centralized library and workspace for collecting and storing specification data critical to collaboration, which reduces nonvalue-added tasks. Instantaneous updates are provided in a centralized management system for on-trend, on-time specification development.
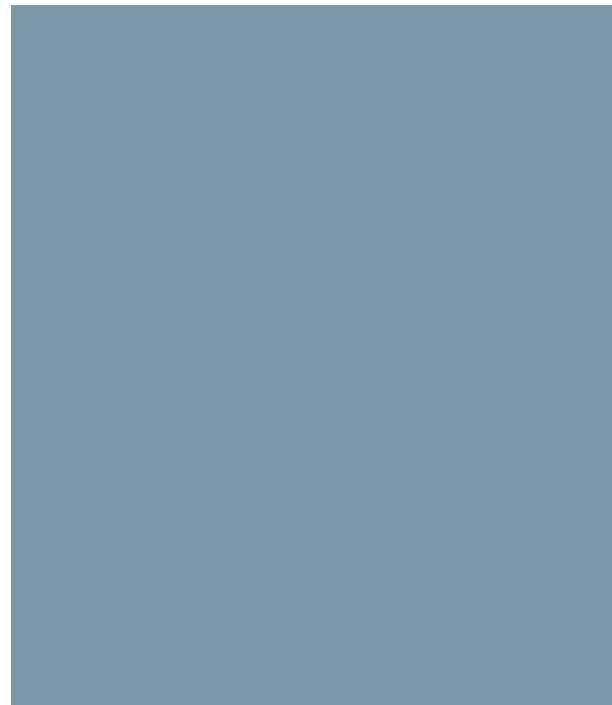
Our secure platform delivers comprehensive management capabilities for complex specification development, ensuring that all stakeholders collaboratively work from the same set of information. The end result ensures that each and every season you deliver the right products to your customers.

Direct materials sourcing and global collaboration

Apparel manufacturers and private label retailers need to be able to communicate with vendors quickly and efficiently to source the materials they need, when they need them. Siemens PLM Software's sourcing and supplier relationship management capabilities facilitate this communication, streamlining sampling and lab dips, RFx, costing and supplier performance management. Most importantly in the competitive, global world of retailing, you need to connect sourcing and materials management to the rest of the product development process, which ranges from concept to launch to in-store delivery.

As the lifeblood of the development process, sourcing is strategic to both manufacturers and retailers. Without the right materials, produced in the right color-ways, the right sizes and in a timely fashion, your fashions will not get into the hands of your customers while a trend is hot. Our sourcing and global collaboration capabilities reduce risk, deliver cost efficiencies and increase speed-to-market, allowing you to deliver new styles and designs when customers are most likely to buy.

Solutions for apparel, footwear and accessories

Stay ahead of the competition. Link global line plans and multiple calendars at the style, color, fabric and role level under a single PLM decision support solution. Iterate faster. Quickly and easily share design files with multiple enterprise members. Launch more products per season.

Collaborative line planning and calendar management

Softlines, hardlines and footwear product lifecycles are constantly being accelerated to enable companies to stay one step ahead of the competition. At the same time, production costs are being challenged and lines need to be fine-tuned based on historic sales data and forecasts. As a result, you need to leverage the proper resources and hone your creative strengths, facilitate smooth and efficient hand-offs and eliminate process bottlenecks to be successful. Linking global line plans and multiple calendars at the style, color, fabric and role level under a single decision support umbrella is vital for meeting your time-to-market and time-to-value goals.

Siemens PLM Software provides superior and comprehensive line planning and calendaring capabilities. Our solution enables teams to focus on key goals and milestones in the development timeline, no matter where they are in that process. The line planning process is greatly enhanced by Siemens PLM Software's ability to let you easily make changes to a line plan, manage your development schedules and provide the visibility needed for enabling product teams to determine which styles are going to fly. Taken together, these capabilities facilitate team productivity, helping you to launch more products per season.

Modeling: product and store design
Iteration is at the heart of good product development. But the challenge is always: how do I iterate faster? Siemens PLM Software's solutions enable softlines, hardlines and footwear manufacturers and vertically integrated retailers to increase the speed of modeling new product and packaging concepts, whether that product is a ski boot, a sneaker or a watch. With our solutions, retailers also can model store layout, visualizing racks, fixtures and flow before putting shirts, jackets, shoes and other items on the shelf. The end result is an optimal shopping experience for the customer.

Our unified data structure and open approach facilitates rich collaboration and workflow, enabling you to easily and quickly share design files with multiple designers, product managers or merchandisers. Whether your models depict a sneaker or the layout of a store, you can be sure that design and its intent are communicated to the right people.

Industry advantages with Siemens PLM Software

Ensure new collections are ready on time with significantly lower cost. Facilitate easy design that meets stringent deadlines and excites the market. Feel confident you're going to market with the right styles and assortment of products. PLM solutions wrap it all together.
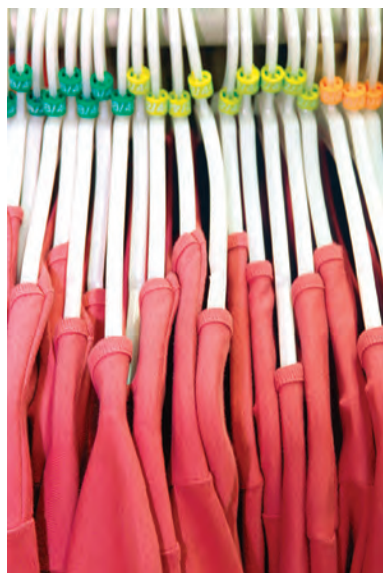
Scalable

The rapid time-to-market demands of the apparel, footwear and accessories industry requires wholesalers, vertically integrated retailers and private label retailers to work globally with their extended value chain.

One well known international textile and clothing design company needed a better method for managing its product development workflow. The company turned to Siemens PLM Software to automate and improve these processes. The results of this implementation have been exceptional. New collections are ready on time with significantly lower cost. It used to take the company 3 months to produce a new collection; now it takes 6 weeks. Output has also increased. In the time it used to take the company to produce two catalogs, it can now produce 20 catalogs. In the company's own words, "The solution supported growth by boosting productivity and making operations more visible."

Open

For an enterprise software system to be effectively used across an entire organization, it must be open and scalable. It must be able to communicate with other systems and other forms of data and robust enough to unify all information on a single foundation.

One private label apparel manufacturer had multiple silos of disconnected data, and a manual process for collaborating with suppliers. Siemens PLM Software provided a solution that connected all of the company's apparel data, and enabled collaboration to flow more smoothly. Another manufacturer replaced a legacy system for new product introduction with one of our solutions, which enabled the company to integrate with JD Edwards and drive a single source of product data.

Proven

With over 69,000 customers and 6.7 million seats deployed around the globe, Siemens PLM Software has clearly demonstrated its PLM expertise. From the front end of innovation (where you capture new ideas to meet today's latest trends) to your global product development process (where you manage complexity/risk and collaborate with your supply chain), we support the entire product lifecycle – whether you are producing softlines, hardlines or footwear.

One outdoor equipment manufacturer decided to leverage Siemens PLM Software's precise digital prototyping and specification management capabilities to design a free-ride ski boot and gain a quick return on its innovation investment. In designing ski boots, fit, performance and aesthetics need to be considered concurrently. Siemens PLM Software provided the manufacturer with powerful surfacing features through NX™ Shape Studio software, which facilitates easy design of both surfaces and solids. Just as importantly, the manufacturer leveraged our solutions to distribute its design process among its U.S. and Chinese teams. The end result was a new boot that previewed to rave reviews and was delivered on time for the new skiing season. In the manufacturer's own words, Siemens PLM Software's solution "speeds up the design process," by helping "designers identify critical-path tasks and communicate more clearly."

Answers for apparel, footwear and accessories

Flexible

Siemens PLM Software's platform is built on an open SOA that enables you to integrate existing new and legacy enterprise applications and data stores, thereby reducing your integration costs.

A single source of product data, global calendar management and rich line planning provides designers and merchandisers with the flexibility and time to innovate and quickly iterate new designs and styles. One of our customers said this is important because improved product development efficiency not only enabled the company to move rapidly but also allowed it to take a step back to ensure that it was going to market with the right styles and assortment of products.

Recent economic pressures have forced companies to rethink how and where they make their innovation investments. Brand and private label manufacturers and retailers have dramatically streamlined their operations in recent years to squeeze every last bit of margin out of sales. They have focused on simplifying and unifying the apparel, footwear and accessory development process by integrating specifications, calendars, cost information and line plans. These companies have become more strategic in the material purchases and commitments they make with their vendors. They also are leveraging sales and operations planning information to more accurately predict sales levels for the coming season.

Companies are adopting these efficiencies at the same time they are trying to accelerate innovation, collaborate more effectively, reduce overall costs and maintain superior product quality. With these challenges in mind, Siemens PLM Software provides a softlines, hardlines and footwear solution that enables you to improve development efficiency and transform your process of innovation so that you achieve on-trend, on-time performance, every time.

About Siemens PLM Software
Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a world-leading provider of product lifecycle management (PLM) software, systems and services with nine million licensed seats and 77,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software helps thousands of companies make great products by optimizing their lifecycle processes, from planning and development through manufacturing and support. Our HD-PLM vision is to give everyone involved in making a product the information they need, when they need it, to make the smartest decision. For more information on Siemens PLM Software products and services, visit www.siemens.com/plm.