Taking Exact Measure

Implement PDM / PLM Systems

effectively and efficiently
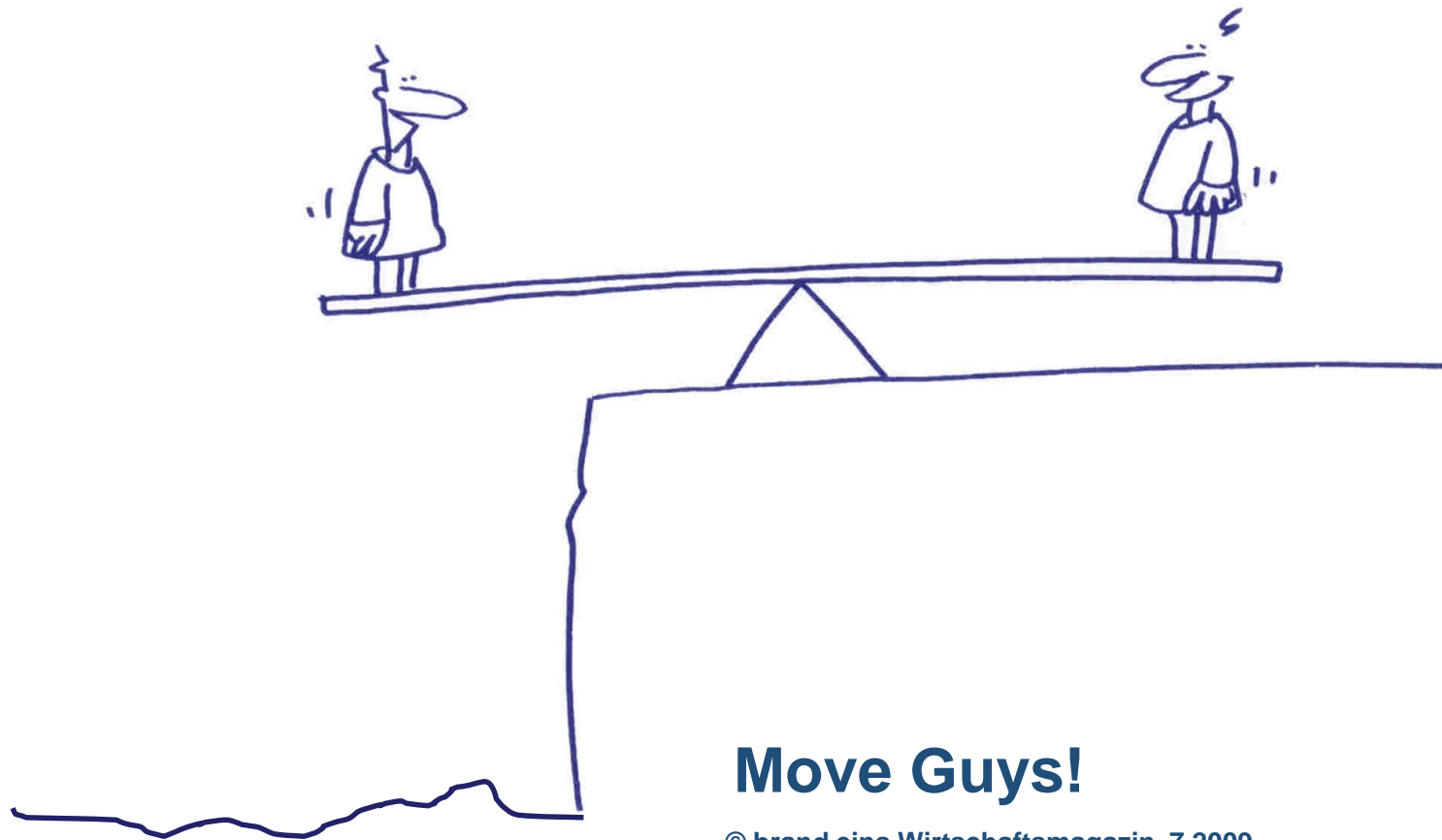
Hands-on Experience:
Introduction of a PDM / PLM Solution for an
international Fashion Retailer

Munich, 03. July 2018

== Extract ==

Agenda

- Company Presentation

- A tailor-made Suit for Product Development and Lifecycle Management –

  Goals and Requirements of the PDM / PLM Solution

- Designing the tailor-made Suit –

  Guideline to tailor the Implementation Methodology

- Fitting the tailor-made Suit –

  Hands-on Experience and PDM / PLM Lessons Learned and Peculiarities
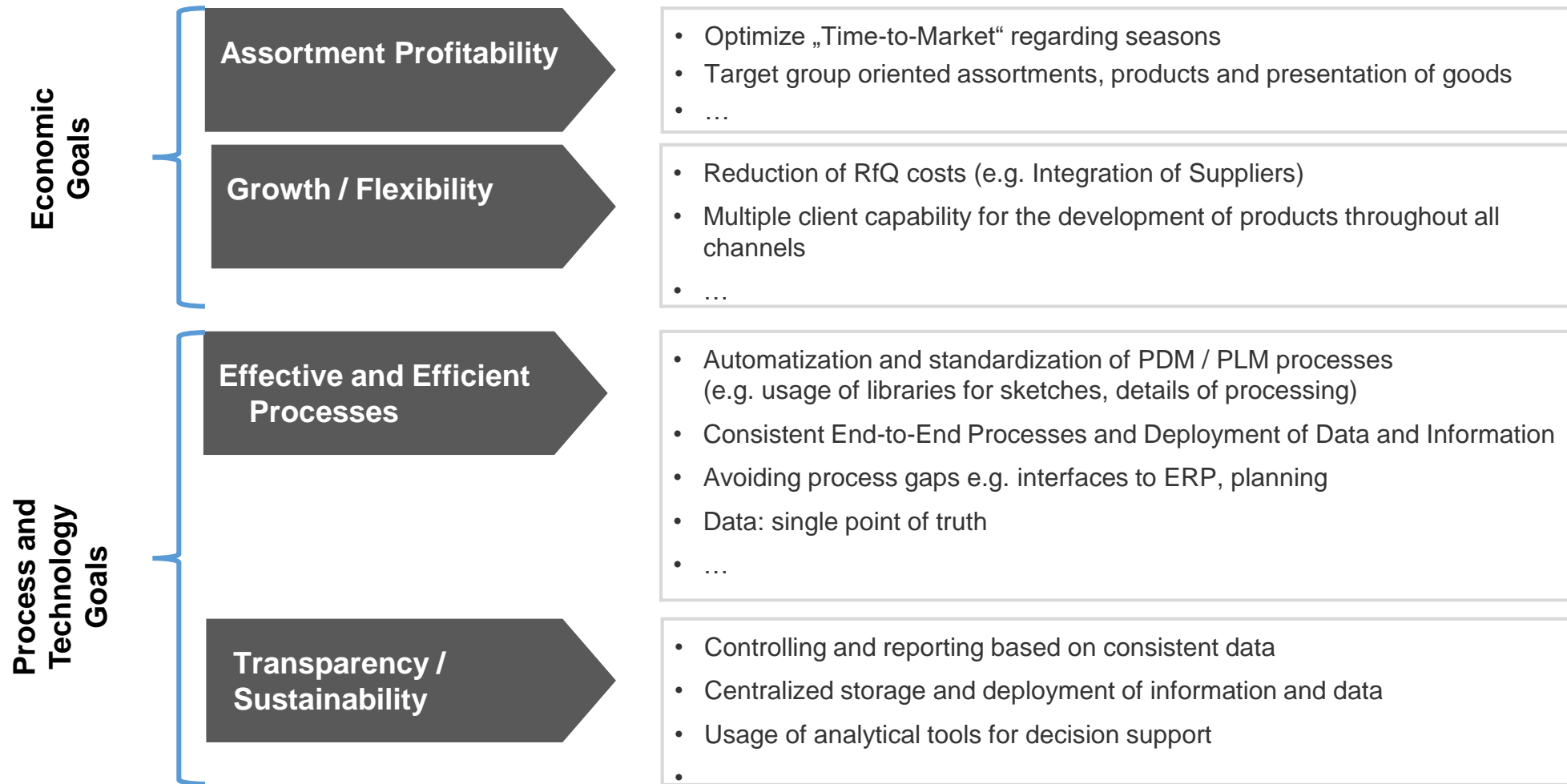
- Summary and Outlook

== Extract ==

In Search for a balanced Solution …

Move Guys!

© brand eins Wirtschaftsmagazin, 7 2009

== Extract ==

Clients´s Requirements regarding PDM / PLM (Extract)

Economic Goals

Assortment Profitability
- Optimize „Time-to-Market" regarding seasons
- Target group oriented assortments, products and presentation of goods
- …

Growth / Flexibility
- Reduction of RfQ costs (e.g. Integration of Suppliers)
- Multiple client capability for the development of products throughout all channels
- …

Process and Technology Goals

Effective and Efficient Processes
- Automatization and standardization of PDM / PLM processes (e.g. usage of libraries for sketches, details of processing)
- Consistent End-to-End Processes and Deployment of Data and Information
- Avoiding process gaps e.g. interfaces to ERP, planning
- Data: single point of truth
- …

Transparency / Sustainability
- Controlling and reporting based on consistent data
- Centralized storage and deployment of information and data
- Usage of analytical tools for decision support
- …

== Extract ==

The detailed requirements for the PDM / PLM solution are derived from the goals

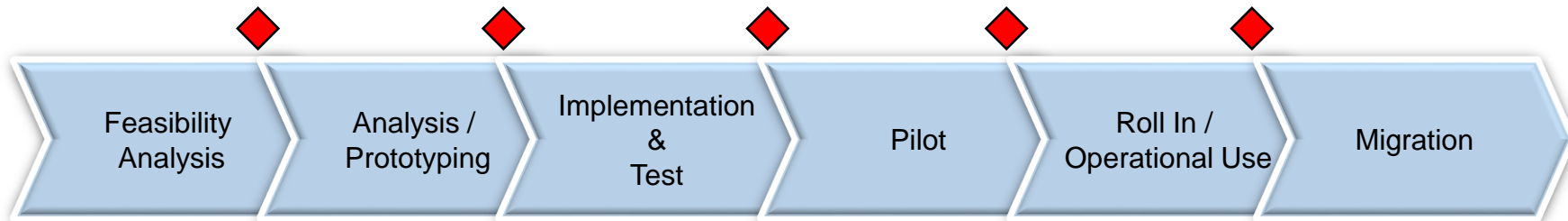# Core processes and Clients requirements for the PDM / PLM system
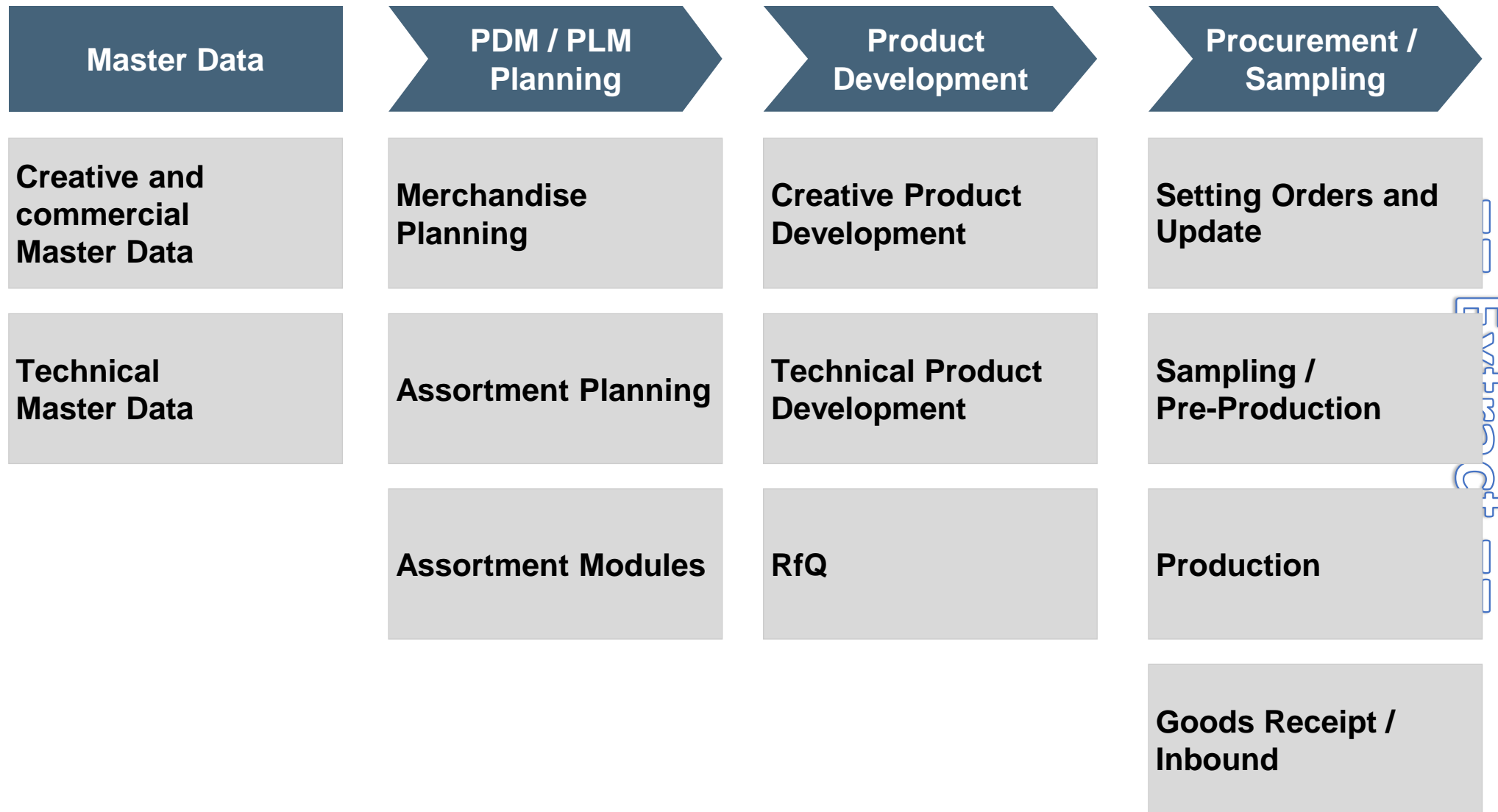
Master Data	PDM / PLM Planning	Product Development	Procurement / Sampling
Creative and commercial Master Data	Merchandise Planning	Creative Product Development	Setting Orders and Update
Technical Master Data	Assortment Planning	Technical Product Development	Sampling / Pre-Production
	Assortment Modules	RfQ	Production
			Goods Receipt / Inbound

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== Extract ==

The customized custom costume sewing pattern – guideline to customize the methodology

Product Lifecycle	Feasibility Analysis	Analysis / Prototyping	Implementation & Test	Pilot	Roll In / Operational Use	Migration

Strategy

Business Processes

Organization

IT & Technology

Infrastructure

Budget

Optimize benefits - Minimize risks

?

Guidelines

!
- **Understanding the vision of the client**
- **Focus on benefits**
- **Consider boundary conditions**

Legend
Milestones ◆

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Hands-on Experience and PDM / PLM Specifics (1/2)

Strategy	• Integrate core elements of corporate strategy into the project roadmap • Implement in season strategy
Project Management	• Planning in releases and scheduling in the entire release planning of the company • Implementation plan with consideration of the interfacing systems • Operational steering committee • Change request management
Business Processes	• Integration into the existing processes • Cross-domain business process and object model for the entire enterprise • Master Data, Data models and data flows (e.g. Pajamas) • Increase data quality (hygiene measures) • Role / user concept • Prototyping

== Extract ==

Hands-On Experience and PDM / PLM Specifics (2/2)

Organization

- Organizational change management
- Qualification and training (department and IT)
- Communication

IT und Technology

- Development documentation
- System data and infrastructure map
- Cut over plan
- Application / system
- Test management
- Organizational readiness check before transfer from project to operation and application support
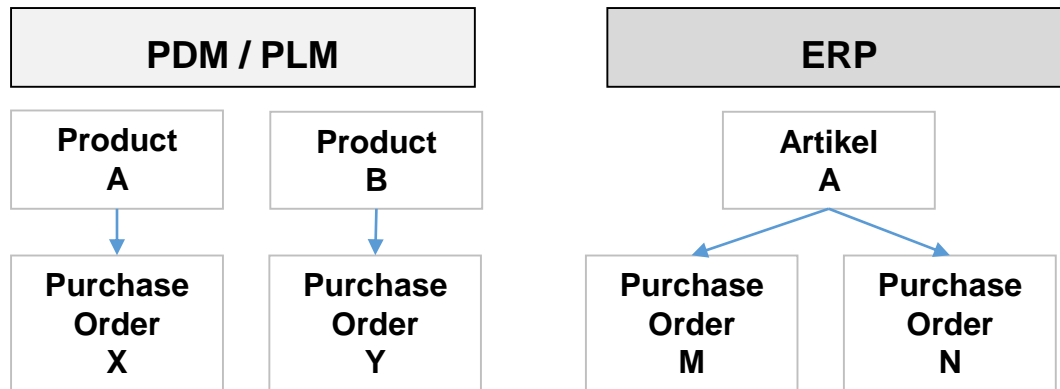
Budget

- Invest planning with pay-as-we-go model for licenses
- Payment plan (cash out), budget tracking

== Extract ==

Special Experiences –
Example: Interaction between PDM / PLM and ERP (1/2)

PDM / PLM product structure and ERP article structure are not identical!

PDM / PLM		ERP
Product A	**Product B**	**Artikel A**
↓	↓	↙ ↘
Purchase Order X	**Purchase Order Y**	**Purchase Order M** **Purchase Order N**

Variances in the Product / Article Structures

- Variants used in ERP (e.g. single article, generic article, display, set) do not exist in PDM / PLM

Changes to objects lead to changes in PDM / PLM

- Changes between referenced objects
  (such as product, article, RFQ, purchasing order)
  and indirect referenced objects (such as allocation tables) need be considered.

- Comprehensive End-to-End tests are necessary

Overall business object model required along the whole supply chain

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- **Summary and Outlook**

Summary and Outlook

- **Perfect fit?**

  - Clear goals and requirements prevent moving targets

  - Detailed tailoring of methods and approaches required

  - Overall process and business object model required along the whole supply chain

  - Implementation project incl. ERP integration: approx. 1.5 – 2 years

  - Overall release and test management remain a challenge

- **Future Prospects (Extract)**

  - Integration of Product Information Management (PIM)

  - Further optimization of the processes e.g. reduce sample process costs with integration of 3D-Virtuality

Thank you for your attention !

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