

INsights

Apparel

Industry Drivers

Competition, Market Forces, Regulatory Requirements, Growth Goals...

- Intense global competition is placing emphasis on product innovation with customers demanding more innovative products
- Market saturation and competitive conditions are forcing brands to evaluate new markets and revenue streams
- Fast-changing customer and market needs are demanding flexible and responsive data management systems
- Shortened seasonal shelf-life is shrinking design and sample lifecycles
- World-wide quota elimination is driving vendor rationalization and closer partner collaboration
- The maturation of industry-specific PLM technology is driving early adopters in this market

Corporate Strategies

Common strategies adopted in response to industry drivers:

- Improve ability to capture and align industry trends, new product features and requirements with aftermarket performance data to support seasonal line planning decisions
- Align and coordinate design, procurement and suppliers early in the design process to accelerate sampling and placement decisions
- Speed time to market by standardizing product development procedures across the enterprise, manage hit ratios and control over-development
- Establish and enforce corporate calendars and common measures for product development milestones and performance (e.g. sample, adoption and component ratios)
- Maximize intellectual assets internally and externally, from innovation to production, through a collaboration network
- Create an information infrastructure that automates and integrates product data, business processes and development workflows across the product lifecycle

Business Value Assessment



ENOVIA MatrixOne is a recognized leader in Product Lifecycle Management (PLM) for the Apparel Industry.

We understand the industry drivers and corporate strategies necessary to deliver innovative new products to the market, and the role that PLM can play in that success.

In this report you will find specific metrics that our customers are using to measure the success they have achieved in developing strategies and solutions for improved product development through PLM.

These results have come from the ENOVIA MatrixOne Business Value AssessmentSM (BVA) Program

What is a BVA?

- The BVA is a methodology and analysis toolset provided by ENOVIA MatrixOne. It enables customers to evaluate and link software solution capabilities with benefit metrics and their associated improvement values.
- The BVA complements the technical capability evaluation of a software solution by answering the question: how and where will I realize the benefits of the solution?
- A BVA is often run in parallel to a formal technical evaluation process and maintains the objectivity of that process.
- The output of a BVA is a business and financial case for the ENOVIA MatrixOne software solution as well as a roadmap of metrics to be measured for value attainment.

The Metrics

Metric improvements observed or projected

Intermediate Key Performance Metrics (KPMs)	Capabilities	Core KPM's	Reduction
1: On-Time and Accurate Sample Request • Definition: On-time/accurate delivery of request to agent/factory • Development accuracy	Sample Request Management BOM Development/Mgmt	Time Re-keying Data	40-75%
		Time Managing Samples	15-25%
2: On-Time and Accurate Raw Material Order • Definition: On-time/accurate raw material orders to mills • Development accuracy	Component/BOM Visibility Component Libraries	Time Searching for Data	40-60%
		Time Copying/Printing	40-60%
3: Sample Delivered On-Time • Definition: Sample delivery from agent/factory on-time • Production accuracy	Product Calendar/Line Mgmt BOM/Line Cost Mgmt	Time Authoring Designs	15-30%
		Time Meeting/Reviewing	20%
4: Sample Development Ratio • Definition: Total sales samples delivered vs. planned color choices • Marketing accuracy	Component/BOM Change Mgmt	Time Mgmt Task/Workflow	20-45%
		Shipping Expense/Labor	20-35%
5: Component Development Ratio • Definition: Total components developed vs. ordered from factories • Marketing accuracy	Materials Development/Library	Cost of Samples	25-30%
		BOM Errors	45-70%
6: Adoption Rate Ratio • Definition: Total samples developed vs. ordered from factories • Marketing accuracy	Line Planning and Management	Staff Avoidance	15%
		Cost per Specification	20-40%
7: Change Rate (post-adoption state) • Definition: Total changes after adoption milestone • Marketing accuracy	Calendaring, Change Mgmt	Product Launch Costs	15-40%

Results may vary. Information contained in this document is provided "AS IS" and is subject to change. ENOVIA MatrixOne does not make and disclaims any express or implied representations, warranties or guarantees, including any implied warranties of merchantability or fitness for a particular purpose, regarding metrics, results, benefits, savings, value or any other information contained in this document.

Enabling Solutions

Solution components driving metric improvements

Challenges:

- Reduce costly inefficiencies caused by managing product development via documents, spreadsheets, emails and other fragmented communication methods
- Integrate multiple disconnected systems and isolated documents used to manage product, calendar, color, material, line plans, vendor and sourcing data and processes, etc.
- Capture and incorporate the expertise and built-in knowledge from your supply chain early in the development process, when cost of change is much lower, so that agents, vendors, mills, etc. can impact decisions and performance early on
- Allocate and manage resources across all functional teams and line planning calendars that are integrated with all other aspects of product development
- Quickly and dynamically react to shifts in seasonal market requirements with your systems and processes

Solution:

The MatrixOne Accelerator for Apparel Design and Development™ is a commercially available PLM solution that enables companies to deploy a state-of-the-art, scalable enterprise solution to take products from trend to design to sourcing to manufacturing to the customer. The Accelerator comes complete with industry-specific best practices including pre-defined work processes, data models, reports, role-based user interfaces and document management capabilities. The Accelerator has been optimized based on ENOVIA MatrixOne's track record of helping fashion product design companies solve their strategic challenges including global competition, shrinking product lifecycles and ever-changing seasonal demands.



210 Littleton Road, Westford, Massachusetts 01886 978 589 4000 MatrixOne.com 3DS.com

© Dassault Systèmes, 2006.
All other trademarks and service marks are the property of their respective owners.