



FOREVER NEW



WFX CLOUD PLM CASE STUDY

FOREVER NEW CLOTHING

Forever New, a fashion clothing and accessories brand founded in Melbourne, Australia, and one of the fastest growing Australian brands, had a major issue to address— designing a multifaceted merchandise management system. With over 250 stores in seven countries globally and sourcing from all over the world, Forever New was looking for a Product Lifecycle Management system (PLM) that could successfully control the evolving Merchandise Planning Process.

www.wfxondemand.com



UNDERSTANDING THE CHALLENGES

Although a young company, Forever New was growing rapidly, and scaling business across the globe. However, the company was facing issues with their merchandise management tools in place at the time and supply chain. The major gap in the information flow began with product sourcing and design, and continued through buying commitments and warehouse visibility; this was a critical success factor for the business.

Integration from product systems into Retail POS restricted international growth.

A solution was needed; software that could track product data across multiple global locations from initial concept through to supplier commitment, integrating with planning and merchandise management.



“WFX was attractive because it offers both a PLM and ERP application portfolio. Forever New felt that as a global partner they would understand the challenges presented to the business.

Matt Keays (General Manager - Global I.T)

SOURCING THE RIGHT SOLUTION - WFX

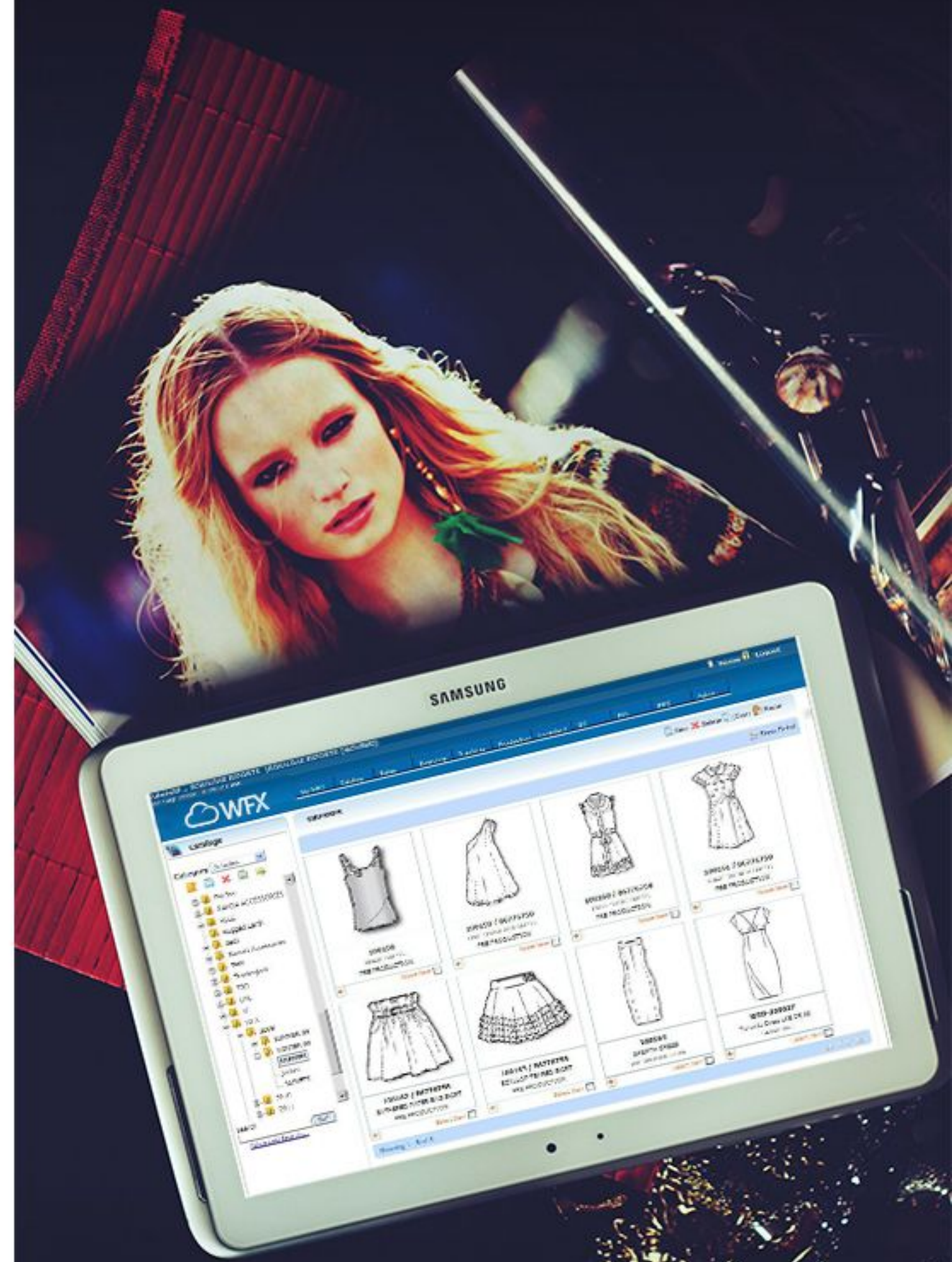
Forever New management had their wish list ready. A web-based PLM system that could bring all the departments under one roof—design, development, procurement, and logistics.

While searching for PLM systems that could attend to the problems at hand, WFX was often recommended, as the needs were already configured out-of-the-box in the software. The management evaluated the software with planners, designer and buyers.

equipped with PLM consultants with rich experience in Fashion industry meant swift decoding of problems saving Forever New valuable time.

There was an immediate understanding from both parties that the collaborative application could be implemented at each global site.

OVER
300 USERS
Across 6 countries
with 10's of thousands of
SKU's and Purchase Orders



Benefits delivered

**Reduced Product
Turnaround Time**

14%

**Global Shipment
Visibility and tracking**

COURSE OF ACTION - IMPLEMENTING THE SOLUTION

The implementation was a complex exercise involving several country offices, numerous interfaces and multiple processes and several hundred users.

The team identified two critical core issues that needed immediate attention:

- Number of SKUs to be developed annually was putting pressure on product development, buying and logistics teams.
- It was difficult to manage processes and rely on accurate data using spreadsheets and other non-collaborative systems.

The teams implemented a multi-phased project across the head office, regional offices, and vendors.

Apart from the agility that was applied to customizing the product, a consistent approach to project management by the team meant core process adoption was the main focus and ensured tight deadlines were met.

Managing the transition was a major challenge due to the rapid growth of the company. Minimal business disruption or risk was a priority and therefore, "train the trainer" was the employed approach. Training was provided to the IT team of business analysts and project manager, who in turn trained business users. This process enabled a more seamless transition and quicker rollout.

After implementation, both Forever New and WFX worked with infrastructure partners to optimize the platform for global usage and performance.

THE DOMINO EFFECT - GROWTH BEGETS GROWTH

The biggest change for Forever New was improved transparency in the end-to-end supply chain process. Lead times were drastically reduced, which meant minimal time delay from product conceptualization through subsequent purchase from retail stores. It immediately took the pressure off all departments. That put an end to the daily wild goose chase for the employees.

"WFX was originally implemented for PLM but quickly became PLM plus Purchase Order management to support global market buying" says Matt Keays, Forever New

The collaborative application also meant information is now shared globally in real time, a critical requirement for the fast-growing company to standardize processes to sustain its' substantial growth.

WFX continues to support Forever New with product innovation, growth and currently working on multiple strategic projects.

