

THE PATH TO TRUE CONCEPT TO CUSTOMER SUCCESS



Even with the coolest customer-facing technology in place, retailers still risk losing sales and loyalty when their product lifecycles are inefficient and disconnected. With a single platform driving collaboration across every point from concept to customer, brands can reduce go-to-market time frames by as much as 6 to 12 months.

Inefficient Collaboration is the biggest product lifecycle management challenge for **57%** of fashion and retail companies.¹

STEP #1



REDUCE PRODUCT LIFECYCLES

By **automating 80%** of its replenishment processes, one Logility customer cut manufacturing cycle time by **75%**.

A collaborative business platform facilitates overlap/integration of work processes across all teams in the product lifecycle, thereby shortening the lifecycle. With access to additional visibility and shared data, teams can work together to automate certain business decisions and accelerate or delay others.

STEP #2

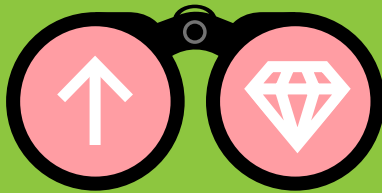


MINIMIZE RISK

With the ability to implement **small product runs** for quick feedback, retailers can quickly tweak the products before committing to a larger investment.²

When product decisions can be made 6 to 12 months closer to the time products hit the market, retailers can make decisions with greater confidence that they are in touch with current market demands. Therefore, they can purchase less excess raw material and cut back on the production of safety stock.

STEP #3



IMPROVE VISIBILITY

With visibility across all internal processes, retailers and brands are able to greatly improve management of seasonal products. **Hostess Brands** boosted product growth by **80%** with Logility Voyager Solutions™ in place.³

Working off one master set of data, teams can work together to make the best decisions about current projects as well as those at an earlier or later stage in the product cycle. Better intelligence drives more timely and cohesive business decisions.

STEP #4



SPEED UP DECISION-MAKING

“Trends must be identified, designs agreed, production implemented and lines ready for sale in as little time as possible — and that cannot be achieved with departmental silos, legacy technology, or a lengthy approval process for every decision.”⁴

Now every team involved in the product lifecycle can work as though they are all in one room, sharing knowledge across the decision chain to make better decisions, faster. For example, a designer can quickly learn how well their designs sold in the past and what got marked down, or what current trends are in design, color and sizing.

STEP #5



INCREASE PROFIT

84% of retailers reported **improved customer engagement** and **increased sales** as the top two benefits of adopting a fast fashion model.⁵

Speeding new product development cycles not only increases the profitability of those products, but also enables the entire enterprise to be more agile and responsive to new trends and opportunities, which expands the opportunities for new product development. And when consumers are more invested in the products they are purchasing, they are more likely to purchase at full price.

TO LEARN MORE, DOWNLOAD THE WHITEPAPER:

HOW A CONCEPT TO CUSTOMER STRATEGY DELIVERS SEAMLESS VISIBILITY

1 Aberdeen Group, <https://www.aberdeen.com/opspro-essentials/closed-loop-plm-in-fashion-and-retail/>

2 BRP, https://brpconsulting.com/wp-content/uploads/2018/10/2018-Retail-Survey-Report_07-06-18.pdf

3 Logility, <https://www.logility.com/success-story/hostess-brands-achieves-a-sweet-supply-chain/>

4 Accenture, <https://www.accenture.com/us-en/insight-see-now-buy-now>

5 Ibid