

# PTC® Live Global

## CUST327 - Product Sample Request & Receipt Process

**Lindsay Clark**

Head of Global Merchandising Systems – Brooks Brothers

June 10, 2015



PTC® Live  
Global

Brooks Brothers

Overview

# The History of Brooks Brothers

PTC<sup>®</sup> Live  
Global



# The History of Brooks Brothers

PTC<sup>®</sup> Live  
Global

**Abraham Lincoln**  
(1809 – 1865)  
The 16<sup>th</sup> President of the US, wore a magnificent coat specially crafted for him by Brooks Brothers with "One Country, One Destiny," hand stitched in the lining at his second inauguration.



**John F. Kennedy**  
(1917 – 1963)  
The 35<sup>th</sup> President of the US, popularized Brooks Brothers' fashionable two-button suit when he wore it at his inauguration.

**Franklin D. Roosevelt** (1882 – 1945)  
The 32<sup>nd</sup> President of the US, was frequently seen in a great cape specially made by Brooks Brothers for the U.S. Navy.



**Barack Obama**  
(1961 – )  
The 44<sup>th</sup> President of the US, wore a Brooks Brothers coat and cashmere scarf to his inauguration.

30 Countries 600 locations



*\*Countries in red are new and emerging markets within Brooks Brothers*

5

FlexPLM at Brooks Brothers

6

## Global Transformation

- In August 2012, Brooks Brothers launched a global initiative to support the global Omni-channel business model, known as the BBGT, by focusing on the re-alignment of:
  - Supply chain processes
  - Customer facing initiatives
  - Organizational structure
  - Technology
  
- Key BBGT Requirements:
  - Support a rapid international store expansion
  - Coordination of sourcing offices (New York, Hong Kong, and Milan)
  - Enhance three distribution hubs: USA, Italy and Hong Kong
  - Expand into US and International Wholesale markets
  - Alleviate complexities and inaccuracies in business process from using Microsoft platforms, such as Excel, for communication
  - A single source of record for data management with global visibility

7

## Requirements from a PLM system

- A solution that would be part of a global business transformation
  
- The system must:
  - Allow visibility of product information and consistency across the world
  - Improve the speed of product development – Design to Production
  - Reduce product development costs
  - Enable capture of local taste and product needs
  - Integrate easily with SAP

8

## FlexPLM Implementation

- Initial Implementation: May 2013 (v10.1)
  - Upgrade: May 2014 (v10.1 M40)
- Enhanced visibility and better management of the design and product development processes
- International sourcing offices have real-time visibility and work in parallel with the US
- Reduction of duplicative work throughout all impacted teams
- Establishment of an official “System of Record” for Product Development and Merchandising data
- Enabled efficient cross-functional information sharing and collaborative design & development
  - E-commerce, Marketing, Regional Markets, Overseas partners and Vendor
- Ability to interface with multiple systems, including SAP, Sales, Production Tracking, and Demand aggregation tools

9

## Cross – Functional Collaborations



Team	Libraries Owned
Design and CAD	Images, Colors, Palettes, Bill of Materials
Global Merchandising	Product, Colorway, Samples, Bill of Materials
Product Development <i>*Supported by Sourcing Offices</i>	Sourcing Configuration, Costing, Samples
Production Management <i>*Supported by Sourcing Offices</i>	Costing
Technical Design <i>*Supported by Sourcing Offices</i>	Sizing Definitions, Specifications, Samples, Measurements
Fabric and Trim Development <i>*Supported by Sourcing Offices</i>	Materials
Markets and Customers	Samples

10

## Product Sample Request Enhancement

11

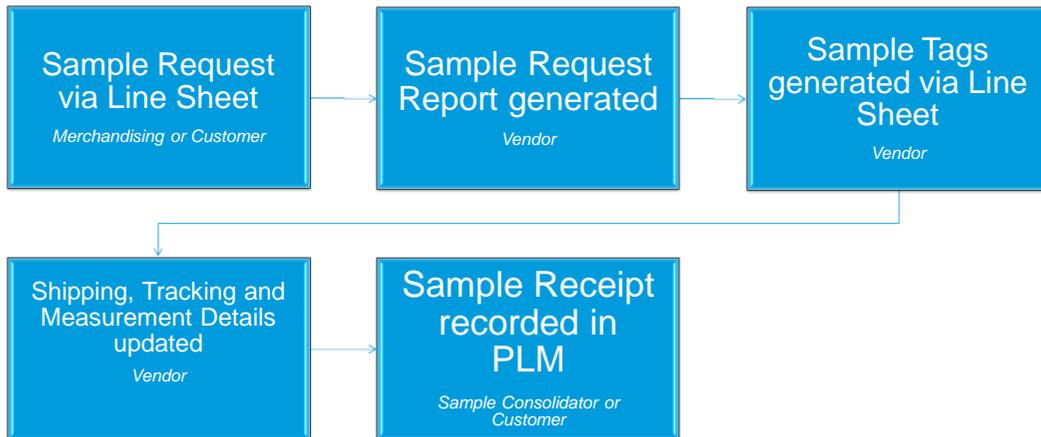
### Sample Request Enhancement

#### Enhancement Details

- In September 2014, Brooks Brothers launched an enhancement to customize the Sample Request process in FlexPLM
- Designed to provide ease of Sample Request from the Line Sheet
- Enabled assigning Colorway Number to the Sample Request
- Defaulted Primary Specifications and Measurements for more efficient data population
- Defaulted the Sample Request Assignee to the Product Development role on the Product-Season Resources page
- Collaborated with Vendor Portal to input Sample Measurements, Shipping and Tracking details
- Sample Tracking and Lap Dip Tracking VRD Report
  - *Note: Current business process is only using the Sample Tracking Report.*

12

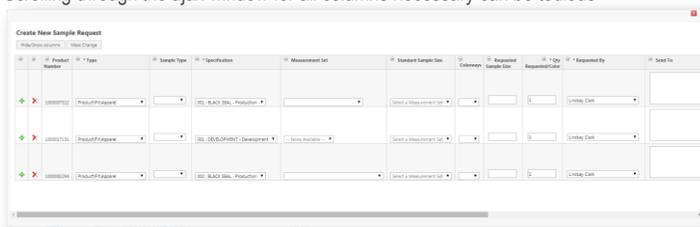
## Current Business Process Flow



13

## Lessons Learned – Requesting from Line Sheet

- Not able to request samples by colorway from Line sheet
  - Using the Line Sheet Ajax, a row for Sample Request must be added for all Colorway requests
- The order of the fields in the Line Sheet Ajax is very important to user adoption
  - Scrolling through the ajax window for all columns necessary can be tedious



- OOTB Sample Type attribute is not Mass Updateable
  - Exploring the option of creating a default value to eliminate duplicative population
- Using the OOTB Carryover functionality will bring the prior seasons' specifications and associated sample requests
  - The sample requests from the requested season will show up in the carryover season VRD Sample Tracking Report
  - Disable Carryover functionality and enforce business process to leverage: "Add Existing" functionality

14

## Lessons Learned – Sample Tracking VRD

Product Name	Colorway Number	Colorway	Sample Status	Ship Date
BLZ FIT28BCV	100032492	Nvy 5rd	Requested	
SPTFF BC BLUE&G&LSRG	100036814	Gm	Request Dropped	
SPTFF BC BLUE&G&LSLS	100036808	Gm	Request Dropped	
BLZ FIT28BCV	100023627	Gr 5rd	Requested	
SPT CHAM&NAV LS SLIM 2PKT	100007146	Blu	Requested	
CB World Ch Pant Elliot	100002348	sooblu	Requested	
CB World Ch Pant Elliot	100002343	bkvr	Requested	

- OOTB Sample Size field is not visible in the Sample Tracking VRD
  - Create an additional attribute that will default to the OOTB Sample Size
- Not recommended for Vendor Portal users
  - If enabling Sample Tracking VRD report for Vendor Portal users, previously defined security roles are not accommodated
- OOTB Sample Size field is not visible in the Sample Tracking VRD
  - Create an additional attribute that will default to the OOTB Sample Size

## Lessons Learned – Sample Request Updating

Views: Sample Tracking/Shipping | Filters: Standard Product Sample Library Search Fields | Clear All | Reset to Defaults

**Criteria**

Product Name:

Number:

Colorway Number:

Sample-Request Created On: 05/01/2015 (From / Equals) To: 05/14/2015 (To)

Date Received:  (From / Equals) (To)

Requested Delivery Date:  (From / Equals) (To)

Request Assignee:

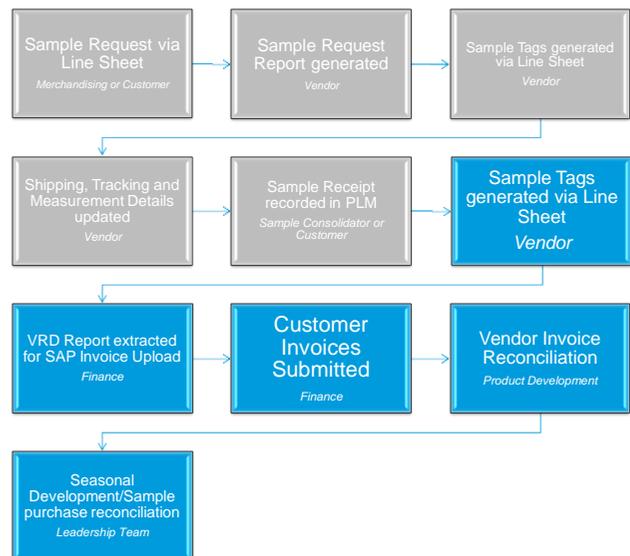
Requested By: Lindsay Clark

- Leverage the OOTB System fields to determine Requester and Date Requested
  - Secured accountability to the team or customer that is requesting the sample
- Season attribute not in Sample Library
  - Sample Library is searched by using the Requester Name and Date Requested to find samples for a specific season

## Future Process Development

- Leveraging this Sample Request Enhancement, enables the ability to expand the existing Sample Invoicing process

- Leveraging PLM Data to support invoice visibility and creation
- Enhanced sample financial accountability
- Increased Customer/Vendor collaboration
- Ease of reconciliation to Sample requests and Development KPIs



17

- Your feedback is valuable
- Don't miss out on the chance to provide your feedback
- Gain a chance to win an instant prize!
- Complete your session evaluation now

18

# PTC<sup>®</sup> Live Global

PTC<sup>®</sup> PRODUCT & SERVICE  
ADVANTAGE<sup>™</sup>