MUSTANG‘s PLM Evolution

Berlin, PI Apparel
@PITVtweets #PIApparel

Dr. Julia Dubowy
True denim for true people

- Founded in 1932 in Künzelsau
- Oldest denim brand in Europe
- First pair of jeans for women
- Bogner Jeans und Sansibar Denim as licences
- Subsidiaries in France, Poland, Hungary, Russia, Belgium, Netherlands, Italy, Austria and Switzerland
- Almost 100 Stores und Outlets, hundreds of PoS in B2B business
- 570 members of staff, 120 in headquarters in Künzelsau
- 70 PLM Users
Wholesale at MUSTANG

- National
- International
- Own countries
- Ecommerce
- Russia
Retail at MUSTANG

- Retail Germany
- Retail International

- Stores GER
- Outlets GER
- Onlines GER
MUSTANG collection structure

- **Traditionalists**: 30%
- **Middle market**: 50%
- **Fashionistas**: 20%
Big step into the future
Control and manage product life cycle
Learn from past collections for future ones
Shorten time to market
Integration of the whole Supply Chain

PAST
- Different systems
- Historically grown
- Local lists
- Chaos
- Frustration
- Complicated
- Redundancy
- Mistakes
- Different processes

FUTURE
Consideration process

Partner with **subsidiary in Germany** – Centric was late in the process

1. Catalogue of requirements
2. Invitation to Künzelsau
3. Survey among the colleagues after each presentation
4. Second meeting to see use cases
Decision Criteria

- Experience with fashion not just a „piece of software“
- Web based system with central data management
- Easy handling
- Extended PLM (Apps, Merchandise Planning etc.)
- Inclusion of suppliers
- Views als Reporting-Tool
- Adobe Illustrator integration
- The chemistry was right
The Process
The Project

- 15 weeks from kick off to go live
- Core team of nine for three mornings a week, high motivation in team
- Agile Deployment with Centric consultants on site
- 97% in PLM standard
Lessons learned

Time frame a little too short
IT support from beginning
Always care for product department
Make click instructions
Don't train the trainer
What has changed?
No double entry of data

✓ Shorter meetings because data is accessible with a few clicks
✓ Data entry via notebook - no need to change Excel lists
✓ No need to look for the recent list any more
✓ About **40% fewer questions**
What has changed?

Integration of agency in Hong Kong

- Full transparency
- Supplier assessment
- No double entry of data
- Always up-to-date
- No hard copies of comments

✓ Faster processes by approximately 30%

✓ Integration of agency took about one week

✓ High confidentiality with “hybrid agent”
What has changed?

View end reporting functionality
What has changed?
Faster and better „send out“

✓ 30% fewer questions by agency after initial tech pack send out
✓ Faster product development because of template usage, standardised data pool and integration of Adobe Illustrator (ap. 4 days)
What has changed?

PLM as PIM system

✓ inclusion of photo studio as data entry organisational unit
  ✓ Online shop
  ✓ ebay
  ✓ different customers
Next Steps

Interfaces

PLM (C8)

- Collection Book
- AQL-App
- Sample Review
- Capture-it

MOBILE APPS

ERP

- Warehouse B2B
- Sales WHS
- ERP B2C

Suppliers

B2C Onlineshop

ERP B2C
Next Steps

Merchandise Planning

- Merchandising
  - Create Plan
  - Create Placeholders
- Product Development
  - Develop Products
- Merchandising
  - Control Collection
  - Manage Sales Collection
  - Perform Sales

Time

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Displaying 2 result(s).
Next Steps
Collection Book

Design pdfs
Print
Distribute
Order in ERP

Style Gallery
Print
Distribute
Order in ERP

Collection Book
iPad
Order in ERP

Collection Book
iPad
Order in ERP
Next Steps
SCM and calendar management
Next Steps

AQL App
- Great support even after go live
- CAB for customers
- Constant innovation (AQL, Collection Book etc.)
- Flexible consultants that support MUSTANG’s IT
- Billing after worked hours
Thank you