CASE STUDY

Swatfame

Improves Collaboration, Gains
Supply Chain Visibility with
NGC's Extended PLM Software

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Background

Started in 1977, Swatfame is a global, multi-brand women's and girl's fashion company headquartered in Los Angeles. Today, Swatfame is a $130-million brand with more than 300 employees and customers including Nordstrom, Macy's, Bloomingdales, Kohl's and JCPenney.

The Challenge

Prior to implementing PLM, Swatfame relied on a combination of homegrown systems and spreadsheets, but this highly manual process interfered with the company's ability to keep pace with the rapid expansion of business. The company also lacked the tools to communicate and work together internally andexternally with offices and suppliers around the world.

"We are in and out of styles very quickly, and we do a large amount of styles per month—our product needs are always changing," said Jonathan Greenberg, executive vice president,Swatfame. "We had to take it to the next level. We needed to be able to react to change fast."

The Solution

Swatfame sought a solution to take its business to the next level with improved collaboration and supply chain visibility. "We were seeking a PLM solution that wasn't standalone; NGC's Extended PLM solution combined PLM and Supply Chain Management," Greenberg said. "NGC's software offered a single repository of information that included history by style, costing, and collaboration and communication history, as well as visibility throughout the company and with suppliers."

"We add and subtract styles constantly, and we need to be able to react to changes quickly. NGC's collaboration tool allows us to do that by putting everyone on the same page," said Jonathan Greenberg, executive vice president, Swatfame.

Jonathan Greenberg
Executive Vice President
Swatfame

The Benefits of NGC PLM

- Improved collaboration. NGC's collaboration tool helped Swatfame manage its ever-changing product needs, improving reaction time and keeping multiple offices and vendors on the same page with the constant addition or removal of styles

- Better access to information. All of Swatfame's information is stored in a web-based system, allowing vendors around the world to access necessary data on demand. "Anyone can look up information at any time and know they have the most up-to-date details, reducing the amount of time required to get things done," Greenberg said.

- Smarter business planning. Extended PLM helps Swatfame refine the design processand planning with greater visibility and awareness of design and production functions and design history, resulting in better business planning.

- ERP integration. NGC's Extended PLM software integrates with Swatfame's ERP system, allowing information to be shared and updated seamlessly between the two and removing the inefficiency of having users enter redundant information.

The Bottom Line

With NGC's Extended PLM, Swatfame has realized dramatic improvements in communication and collaboration throughout its global supply chain through NGC's software. This has enabled Swatfame to quickly adapt to changes, reduce lead times for design and production, and dramatically improve overall efficiency.

About NGC

NGC Software is a leading provider of cloud solutions for Supply Chain Management (SCM), Product Lifecycle Management (PLM), Enterprise Resource Planning (ERP), Advanced Quality Management (AQM) and Vendor Compliance (VC). NGC's Andromeda® platform empowers the "Connected Enterprise" by linking retailers and brands with their vendors, factories, suppliers, agents, logistics providers, and other global trading partners into a unified, real-time network, along with a full range of consulting services.