



NGC®



CASE STUDY

Rocky Brands

Taking Fashion PLM in New Directions
with NGC

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Customer:

Rocky Brands, Inc. designs, develops, manufactures and markets outdoor, work, lifestyle, western and Military footwear, as well as outdoor and work apparel and accessories under the Rocky®, Georgia Boot®, Durango® and Creative Recreation® brands. Rocky Brands is headquartered in Nelsonville, OH, with two company-owned manufacturing facilities in the Dominican Republic and Puerto Rico, and an office in China.

Challenge:

As a longtime NGC customer, Rocky Brands has worked with NGC on a number of innovations that push the boundaries of fashion PLM. Rocky Brands and NGC recently collaborated on new initiatives that have helped streamline shipping, improved speed to market, and integrated PLM with marketing and e-commerce.

“As a result of the integration between NGC’s PLM and our ERP, our reporting is always in sync. We’re now able to get P.O.’s to our vendors much faster and speed up the entire production process. This has literally taken several days out of the process.”

Tawre Dellavalle
Comercialization Manager
Rocky Brands



Rocky Brands thrives on innovation and continuous improvement, from its continually evolving lineup of popular footwear, apparel and accessories to its company culture and work ethic. So when the Nelsonville, OH-based company sought to make new breakthroughs in productivity and efficiency, it partnered with NGC, based on the close, collaborative relationship that the companies have enjoyed for many years.

- Extending the power of PLM to new areas in Rocky's organization
- Eliminating data errors through ERP integration
- Streamlining and improving shipping processes

"Project Step-It-Up has been a tremendous boost for the productivity of our e-commerce and marketing departments, while also increasing the efficiency of our line planning, by making product information readily available for our line plans."

Mary Lorenz
Vice President of Strategy
Execution and Process Improvement
Rocky Brands

"Step-It-Up" Project Extends PLM to Marketing, e-Commerce and Line Planning

Rocky Brands extended NGC's PLM to its Marketing and e-Commerce departments – areas that typically don't integrate with PLM – with a unique "Step-It-Up" project that provides "one-stop shopping" for all data related to a product. All product data—including detailed product descriptions, SEO data elements, e-commerce web copy and marketing bullet points—is now maintained once in NGC's PLM and made available to the company's B2C websites. As a result, product data is no longer maintained in multiple locations, which has eliminated repetitive work and improved the accuracy of product descriptions and data.

ERP Item Master Integration Eliminates Data Errors & Improves Speed to Market

Rocky Brands also tapped the power and integration capabilities of NGC's PLM to create an automated, real-time and fully integrated process for item setup and updates, which ensures immediate data availability and integrity across all systems. This replaces previously manual and inefficient processes in the company's third-party ERP system, which had resulted in data errors and inconsistencies as well as delays in P.O. placement - and ultimately, late product deliveries

Streamlining Shipping Processes with NGC's ezSHIP

Rocky Brands also implemented NGC's new ezSHIP software, a factory can scan/pack system that integrates with NGC's web-based Supply Chain Management (SCM) system, ensuring carton compliance and inventory accuracy. With ezSHIP, Rocky Brands has improved the flow of products through the scanning, packing and shipping process, while insuring the use of standard carton labeling and ASN formats. The system has also enabled Rocky Brands to improve its finished goods inventory management.

Lasting Improvement with PLM and SCM

With the latest round of implementations of NGC's PLM and SCM software, the popular footwear manufacturer has pushed PLM capabilities into new and exciting directions. Working with NGC's solutions, Rocky Brands has found the answers it needs for continuous innovation. As Dellavalle sums up, "You can't put any limits on NGC's software."

