



NGC<sup>®</sup>

**SPANX<sup>®</sup>**

BY SARA BLAKELY

CASE STUDY

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## Spanx

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Shapewear Designer Spanx Enhances Product Development, Collaboration and Efficiency with Extended PLM

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[www.ngcsoftware.com](http://www.ngcsoftware.com)

## Background

Consumer-turned-entrepreneur Sara Blakely created the SPANX brand to give women of every shape and size the ability to feel confident and sexy in any fashion. Today, SPANX products are sold by America's finest retailers and boutiques as well as high-end retailers all over the world.

## The Challenge

Prior to implementing PLM, SPANX managed the company's product design and factory collaboration with manual processes. "We ran the business on spreadsheets, as is typical with young companies," said Robert Hunnicutt, technology project manager, SPANX. "But with our rapid growth, it became harder to manage information and the flow of data. Our product line was growing tremendously, we added more staff, and the number of factories tripled within 12 months. We couldn't keep running our business on spreadsheets."



## The Solution

SPANX set out to find a PLM system that could help the company efficiently manage not only product design but also purchase orders, production and shipping; the company ultimately selected NGC out of a dozen vendors. "We needed a system to help speed up development, from concept to production. And when we found out that NGC offered integrated PLM and global sourcing, the choice was obvious," Hunnicutt said.

*"Our designers are now using their time more efficiently, which has allowed us to have more products available and add more flexibility into our design schedules. With every improvement NGC allows us to make, we are saving valuable minutes, hours and days, which helps us save on staff overhead."*

*Robert Hunnicutt,  
Technology Product Manager, SPANX*



## The Benefits of NGC PLM

SPANX is seeing significant improvements with NGC PLM, including:

- Streamlined product development. With NGC's PLM software, SPANX can now organize product sketches, specifications and all digital assets much more efficiently. SPANX can pinpoint information on each product, regardless of the stage of development, and quickly make any necessary changes without searching through spread sheets and emails.
- Improved efficiency. With NGC's PLM, SPANX's designers are using their time more efficiently, which has allowed SPANX to have more products available and add more flexibility into the design schedules.
- Enhanced communication and collaboration with factories. "This system pays for itself with this benefit," Hunnicutt adds. "NGC's PLM allows us to collaborate with the factories, and each style has its own communication thread. Our manufacturers can simply log in to the system and have access to every piece of information they need, such as design specifications, measurements and production notes."

## The Bottom Line

As a result of the improvements in design processes and production, SPANX is shortening the time it takes to move a product from design concept to production, allowing retailers and customers to receive their orders faster. "We've streamlined the flow of information and become more structured, which is allowing us to speed up the design process," Hunnicutt summed up.

## 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.