

PTC® Live Global

CUST 213 - UNLEASH THE POWER OF YOUR **LIVE FLEX** PLM DATA

Cheryl Buck
Systems Manager, Brooks Sports

Souheil Karam
PLM Services, Tommy Bahama

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UNLEASH THE POWER OF YOUR **LIVE** PTC WINDCHILL FLEXPLM DATA

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About Us

Cheryl Buck, Brooks Sports

- Responsible for FlexPLM & other product systems for apparel and footwear
- Experience in systems and data analytics with Brooks Running, Starbucks & T-Mobile

Souheil Karam, Tommy Bahama

- Responsible for FlexPLM and other product systems for apparel and footwear
- Experience in PLM solutions and services with many global footwear & apparel companies



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Business Need

- Broader company-wide data visibility
- Utilize analytics tools available in other areas of the company
- Access to live product data for better reporting & decision making
- Access to live product data for robust business tools

and...**ENGAGED & HAPPY USERS!**



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Tools and Reports

- Tableau Data Visualization Reports
- TechpackBuilder Tool
- CatalogueBuilder Tool
- Other Reporting & Integration

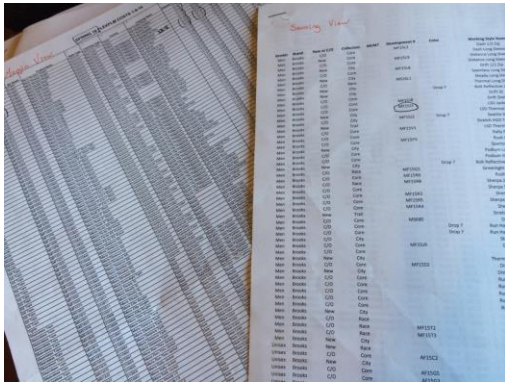
VERY POWERFUL!



UNLEASH THE POWER OF YOUR **LIVE** WHIDCHILLFLEX PLM DATA

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From Now.....



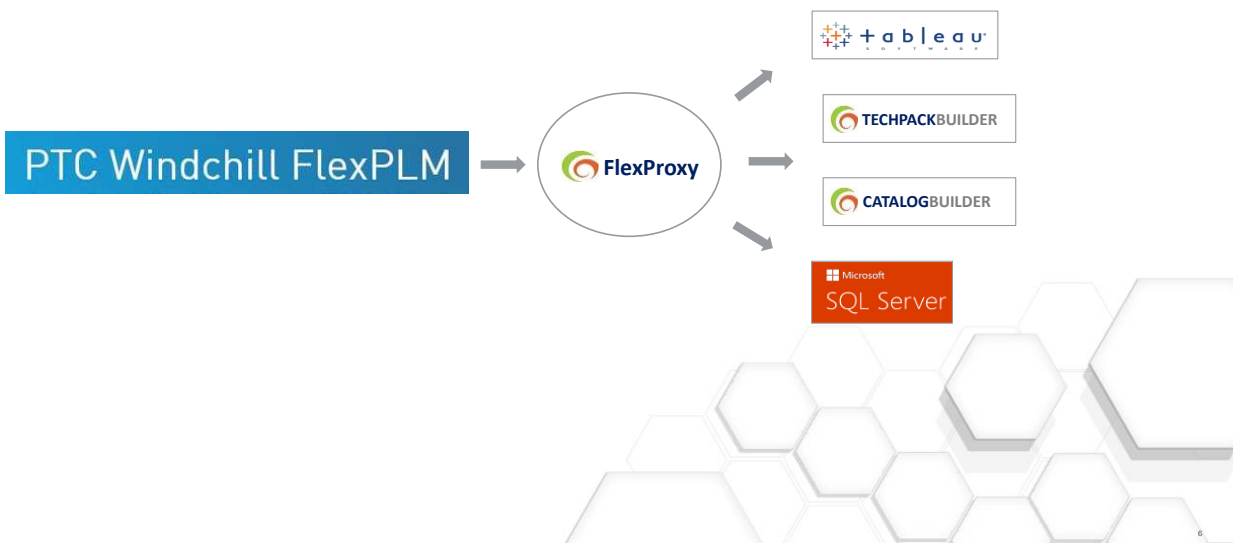
to....**WOW!!**



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How It Works





now for the **COOL** part....



Brooks Sports' Reports – DEMO

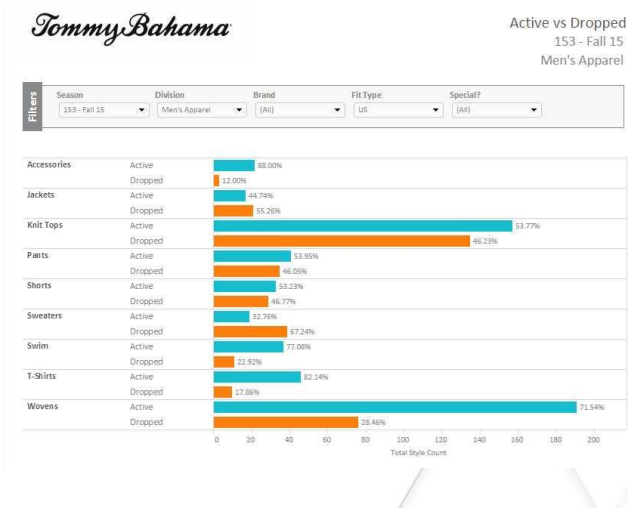
- [Weighted Gross Margin](#)
- [Revenue and Units](#)
- [Sourcing](#)
- [Materials Management](#)



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Tommy Bahama Reports: [Active vs. Dropped Styles](#)



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Tommy Bahama Reports: [Sales Sample Comparison](#)

Tommy Bahama Sales Sample Recap
Seasonal Comparison

Filters: Brand: [All]

Class	151 - Spring 13			141 - Spring 14		
	Total Received	Total Qty Dropped	Total % Dropped	Total Received	Total Qty Dropped	Total % Dropped
Accessories	186	35	30%	212	84	40%
Jackets	230	340	61%	143	91	64%
Kilts	2,305	901	29%	3,125	565	18%
Pants	326	350	58%	789	458	58%
Shorts	1,218	562	46%	1,521	340	22%
Sweaters	250	190	76%	231	139	60%
Swim	1,166	199	17%	1,464	471	32%
Wovens	5,348	1,968	37%	5,663	1,501	27%
Grand Total	11,229	3,965	35%	11,136	3,849	34%

Class	151 - Fall 12			133 - Fall 13			143 - Fall 14		
	Total Received	Total Qty Dropped	Total % Dropped	Total Received	Total Qty Dropped	Total % Dropped	Total Received	Total Qty Dropped	Total % Dropped
Accessories	176	62	35%	215	76	35%	330	0	0%
Jackets	212	111	52%	285	64	22%	389	26	7%
Kilts	3,107	1,040	33%	2,799	783	28%	3,632	25	1%
Pants	387	393	100%	514	322	63%	619	26	4%
Shorts	624	395	63%	498	354	71%	522	0	0%
Sweaters	674	197	29%	655	220	34%	811	26	3%
Swim	924	264	29%	583	187	32%	887	3	0%
Wovens	3,793	1,209	32%	3,385	1,018	30%	4,348	71	2%
Grand Total	10,289	3,633	36%	9,328	3,026	33%	12,178	177	2%



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Tommy Bahama Tools: [TechpackBuilder](#)



Tommy Bahama

153 - T110638 ISLAND CHINO :: Production

Agent	Sourcing Partners	Fit	Authentic Fit	Artwork #	
Vendor	Universal Textil	Fit Type	US	Measure Set	10391 - Pants : TB Authentic Fit Flat Front **M1**
COO	Peru	Main Measure	10391	Style Detail	FLAT FRONT
HTS / Duty	-	Size Range	30, 31, 32, 33, 34, 35, 36, 38, 40, 4		
Cartonize?	No	Design	Kim/Darcy		
Delivery	1, 2, 3, 4	Tech / Prod	Sophakorn		

Fabric Name	TB-811M03 PRIMA MODAL	Secondary Main Fabric	
Fabric Supplier	UNIVERSAL TEXTIL		
Supplier Ref #	art C872J		
Content	98% Pima Cotton, 22% Modal - () () 8/W, 255 CM & W () () ...		
Garment Wash / Finish	ENDTIME SILICONE WASH		
Gauge / # of Ends			
Matching?	No		
Cutting Instructions			
Picking Type	Flat Fold		
Packing Instructions	FLAT FOLD NO CTR CREASE, Poly Bag		
Pressing Instructions			

Tommy Bahama

153 - T110638 ISLAND CHINO :: Production

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Delivery	1, 2, 3, 4	Tech / Prod	Sophakorn		

Colorway Page	Color	C/O?	Delivery	Status	Sample Notes	Salesman Sample Quantities			
						S	M	L	Switch Cards
	Clove	No		Active		1	4	9	23
	DK Pewter	No		Active		1	4	9	0
	Tanned	No		Active		0	1	1	23

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Tommy Bahama Tools: [CatalogBuilder](#)

Tommy Bahama

ITEM#	NAME	STYLE	MANUFACTURE	QUANTITY	REMARKS
101 - Cruise 2015 - Women's Swim					
101 - Spring 2015 - Home					
101 - Spring 2015 - Home License					
101 - Spring 2015 - International					
101 - Spring 2015 - M.B. & NFL					
101 - Spring 2015 - Men's Accessories					
101 - Spring 2015 - Men's Apparel					
101 - Spring 2015 - Women's Accessories					
101 - Spring 2015 - Women's Apparel					
102 - Spring 2015 - Women's Swim					
103 - Fall 2015 - Home					
103 - Fall 2015 - Home License					
103 - Fall 2015 - International					
103 - Fall 2015 - M.B. & NFL					
103 - Fall 2015 - Men's Accessories					
103 - Fall 2015 - Men's Apparel					
103 - Fall 2015 - Women's Accessories					
103 - Fall 2015 - Women's Apparel					
103 - Summer 2015 - Women's Swim					
104 - Holiday 2015 - M.B. & NFL					
104 - Holiday 2015 - Men's Accessories					
104 - Holiday 2015 - Men's Apparel					
104 - Holiday 2015 - Women's Accessories					





Exciting, right?!



Thank you!



- 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

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ADVANTAGE[™]