

# PTC® Live Global

CUST 235 - PTC Windchill  
FlexPLM 9.2 – Refreshed!

**Caleres** (formerly Brown Shoe Company)  
Shishir Sarraf & Mary Agan

6/9/15



Who is Caleres?

PTC® Live  
Global

# CALERES

★ 5 ★



- St. Louis
  - Design Teams
- New York City
  - Design Teams
- Dongguan, China
  - Development Teams
  - Sample Room
  - Factories
- Italy
  - Development Team
  - Factories
- External Agents



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naturalizer

DF

VIA SPIGA



CARLOS  
BY CARLOS SANTANA

FRANCO SARTO

VINCE.

rykō.



Sam Edelman



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## Our Wholesale Customers

PTC<sup>®</sup> Live  
Global



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## Our Culture

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Global



Passionate

Authentic

Curious

Creative

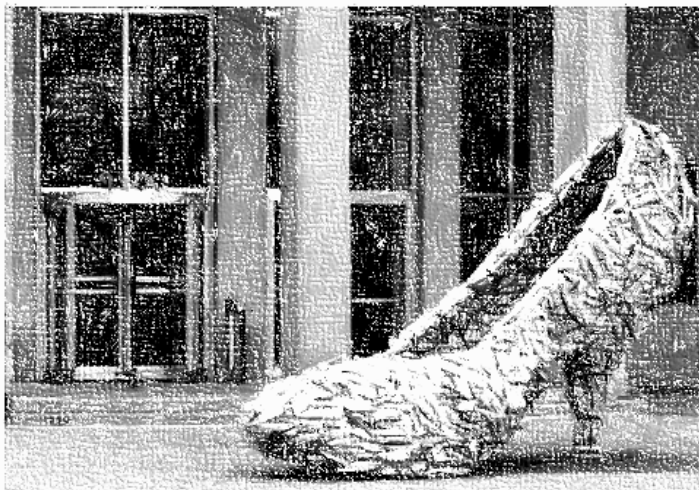
Caring

Ferocious  
about Fit

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## The Beginning

### Our Systems and Creation Process

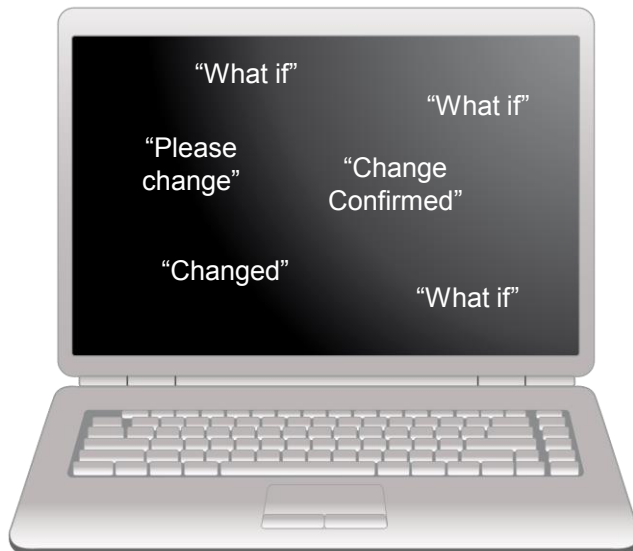




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- Double work
- Many sources
- Versions of the truth
- Confusion
- Mistakes

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## Hopeful Solution

PTC<sup>®</sup> Live  
Global



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## Disappointed

PTC<sup>®</sup> Live  
Global



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## The Redefining

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### Redefining the Vision



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### Creation

#### Project List

Original Scope

- ❖ Product creation upload utility
- ❖ Eliminate AI Quick Spec
- ❖ Mass update product attributes
- ❖ Mass create colorways
- ❖ Mass upload utility for reference images
- ❖ Mini-wall/ line sheets
- ❖ Reformat tech pack

Reduced Scope

- ❖ Eliminate AI Quick Spec
- ❖ Mass upload utility for reference images
- ❖ Reformat tech pack

### Maintenance

#### Project List

Original Scope

- ❖ Change tracking report
- ❖ Colorway status
- ❖ Line sheet statuses
- ❖ Standardize system views

Reduced Scope

- ❖ Change tracking report

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#1 – Sample Request via Line Sheet View

#2 – Image Management

#3 – Eliminate Workflow, Line Plans, Placeholders



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# First BOM Change Tracking Report

Not user-friendly

Product ID	Factory	Section	Component	Material	Supplier	Colorway	Changed Attribute	Changed From	Changed To	Updated on	Updated By
BARCELONA 348466	HAIFONGK2	bottom	outsoleUnit1	O- 5273	GUOXING		Instructions	Tpr w/Evade b life stride velocity logo/	Tpr life stride velocity logo/	03/23/2015 2:26 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	outsoleUnit1	O- 4927	ZONGDADATO	Black/Cream	Color		Tan	03/23/2015 10:19 AM CDT	Leslie M Randolph (Im237907)
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Supplier	ZONGDADATO		03/23/2015 10:19 AM CDT	Leslie M Randolph (Im237907)
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Color		tan	03/23/2015 10:19 AM CDT	Leslie M Randolph (Im237907)
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Material	H- 2663	Blk/Cream 5004	03/23/2015 10:19 AM CDT	Leslie M Randolph (Im237907)
STAR TOO 348450	HAIFONGK2	upper	upper1	SpringIrp13205004	GOLDEER	Black/Cream	Color	Black/Cream		03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	upper	upper1	SpringIrp13205005	GOLDEER	Black/Cream	Color	Black/Cream	Blk/Cream 5004	03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	insoleBinding	SpringIrp13205006	GOLDEER	Black/Cream	Color			03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	insoleBinding	SpringIrp13205007	GOLDEER	Black/Cream	Color	Black/Cream		03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Supplier	ZONGDADATO		03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Color	H- 2663	tan	03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Material	H- 2663		03/23/2015 3:02 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	upper	upper1	SpringIrp13205004	GOLDEER	Black/Cream	Color	Black/Cream		03/23/2015 2:47 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	outsoleUnit1	O- 4927	ZONGDADATO		Instructions	Tpr w/ Soft system w/fab	Tpr w/ Soft system w/Evade b	03/23/2015 2:47 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Supplier	ZONGDADATO		03/23/2015 2:47 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Color		tan	03/23/2015 2:47 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Material	H- 2663		03/23/2015 2:47 AM CDT	Sharon Wu
STAR TOO 348450	HAIFONGK2	bottom	heel	Faux stack			Instructions	Upper as CAD, For DSW	For DSW	03/23/2015 2:51 AM CDT	Sharon Wu
TELLER 348458	HAIFONGK2	upper	upper1	SnakePatentPU	CHIFFONFEN		Instructions	Upper as CAD, For DSW	For DSW	03/23/2015 2:51 AM CDT	Sharon Wu
TELLER 348458	HAIFONGK2	bottom	sockPacl1	soft system form Comfort800			Material	soft system form Comfort801	soft system form Comfort800	03/23/2015 2:51 AM CDT	Sharon Wu
TELLER 348458	HAIFONGK2	bottom	heelIrpToplift			Black	Color	Black	Black	03/23/2015 2:50 AM CDT	Sharon Wu
TELLER 348458	HAIFONGK2	bottom	outsoleUnit1	O- 4928	LEVELUP	Black	Color	BottomBlack	BottomBlack	03/23/2015 2:50 AM CDT	Sharon Wu
TELLER 348453	HAIFONGK2	bottom	outsoleUnit1	O- 4928	LEVELUP	Classic Navy	Color		Bottom Black	03/23/2015 10:25 AM CDT	Leslie M Randolph (Im237907)
TELLER 348453	HAIFONGK2	bottom	outsoleUnit1	O- 4928	LEVELUP	Black	Color		Bottom Black	03/23/2015 10:25 AM CDT	Leslie M Randolph (Im237907)
TELLER 348453	HAIFONGK2	upper	upper1	SuedyPuWH42019	WANHUA		Instructions	Upper as CAD, For DSW	For DSW	03/23/2015 2:56 AM CDT	Sharon Wu

# Back to Work



# Second BOM Change Tracking Report

Change Tracking Report(Updates Since: 04/24/2015 19:02)

Product	Product Thumbnail	BOM	Season	Sourcing Configuration	Factory	Primary Source?	Primary Source For Season?	Specification	Primary Specification?	Specification Status	BOM Status	BOM Development Status	Product Status	Product Created On	BOM Created On	BOM What If Comments
EPFF 341281		B01 Development BOM	Naturalizer Core Spring 2016	B01 China DDD 338 STELLA	STELLA	Yes	Yes	B01 Development Spec	Yes	Development	Development	Complete	Development	04/24/2016 6:42 PM CDT	04/24/2016 6:42 PM CDT	View

Component	Material	Supplier	Grey (Smoke)	Blue (Denim)	Black	Taupe (Asparago)	Instructions
Upper	TalcoKIDLeather	YUEFAT					
Lining - Vamp Counter	SemiMaticCaprettoSmartReg		Morning Sand	Morning Sand	Morning Sand	Morning Sand	
Lining - Counter	TargoliteBovate	CLARINO	Matching	Matching	Matching	Matching	Morning Sand
Slitting - Decorative	On Strap		QB470	QB470	QB470	QB470	
Stitch	Matel		#7 Hang Label (Shiny)	#7 Hang Label (Shiny)	#13 Hang Label (Shiny)	#13 Hang Label (Shiny)	
Backer Counter							
Bottom							
Outsole - Lmid (1)	TPR w/anti-static Inlay		Natural	Natural	Black	Natural	
Heel/Wedge Cover	TalcoKIDLeather	YUEFAT					
Lining - Sock Insole Binding	SemiMaticCaprettoSmartReg		Morning Sand	Morning Sand	Morning Sand	Morning Sand	
Toe Wisp	TalcoKIDLeather	YUEFAT					
Book Lining Design	SL-4059						
Book Stamp	Naturalizer NS Comfort		PGold	PGold	PGold	PGold	
Insole	Additional Comments						FTC Markings PGold (Insole to be CosmoFlex Green)

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EPFF 341281		B01 Development BOM	Naturalizer Core Spring 2016	B01 China DDD 338 STELLA	STELLA	Yes	Yes	B01 Development Spec	Yes	Development	Development	Complete	Development	04/24/2016 6:42 PM CDT	04/24/2016 6:42 PM CDT	View

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Lining - Vamp Counter	SemiMaticCaprettoSmartReg		Morning Sand	Morning Sand	Morning Sand	Morning Sand	
Lining - Counter	TargoliteBovate	CLARINO	Matching	Matching	Matching	Matching	Morning Sand
Slitting - Decorative	On Strap		QB470	QB470	QB470	QB470	
Stitch	Matel		#7 Hang Label (Shiny)	#7 Hang Label (Shiny)	#13 Hang Label (Shiny)	#13 Hang Label (Shiny)	
Backer Counter							
Bottom							
Outsole - Lmid (1)	TPR w/anti-static Inlay		Natural	Natural	Black	Natural	
Heel/Wedge Cover	TalcoKIDLeather	YUEFAT					
Lining - Sock Insole Binding	SemiMaticCaprettoSmartReg		Morning Sand	Morning Sand	Morning Sand	Morning Sand	
Toe Wisp	TalcoKIDLeather	YUEFAT					
Book Lining Design	SL-4059						
Book Stamp	Naturalizer NS Comfort		PGold	PGold	PGold	PGold	
Insole	Additional Comments						FTC Markings PGold (Insole to be CosmoFlex Green)

AWESOME!!!

EXAMPLE  
**FORMER**  
(4 colorways)

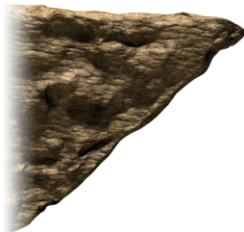
± 50%  
reduced  
paper

3 Pages

EXAMPLE  
**VISION**  
(4 colorways)

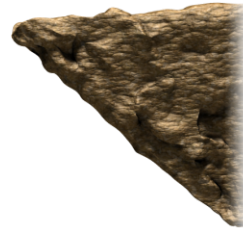
1 Page

EXAMPLE  
**ACTUAL**  
(4 colorways)



Change requires taking a

**LEAP OF  
FAITH**




The Now

# Success

- Creating directly in PTC Windchill FlexPLM
- Complete Spec vs Incomplete Spec
- Less lean on support
- One source of truth

## The Next Chapter

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- 
- Streamline communication
  - Pricing team report
  - Material team communication
  - Material request process
  - Athletic team process

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- 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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PTC<sup>®</sup> PRODUCT & SERVICE  
ADVANTAGE<sup>™</sup>