

SEVEN CHALLENGES

You Should Master to Transform Your Brand

Delivering new products to market across the globe is a challenging and complex process. As a result, many fashion, apparel and lifestyle brands are turning to PLM in hopes of improving the 7Cs – **communication, collaboration, coordination, cost, centralization of data, compliance and change management.**

In this infographic, you'll gain data-driven insights and top tips from leading industry experts to transform the way your company drives business.

COMMUNICATION

33%

of decision makers say that communication is their #1 challenge.

[SEE THE SOURCE](#)

"The truth is that too many companies within the retail, footwear, and apparel sector tend to communicate poorly between their own brands, departments and offices. In fact, they often operate in multiple disconnected silos."

Mark Harrop, founder & CEO WhichPLM



COLLABORATION

20%

of decision makers say that inadequate collaboration across in-house and global supply chain operations is their most pressing issue.

"There is an ever growing and increasingly urgent need for collaboration throughout the extended enterprise."

CIMdata, The Next Step in PLM's Evolution: Its Platformization, March 2015

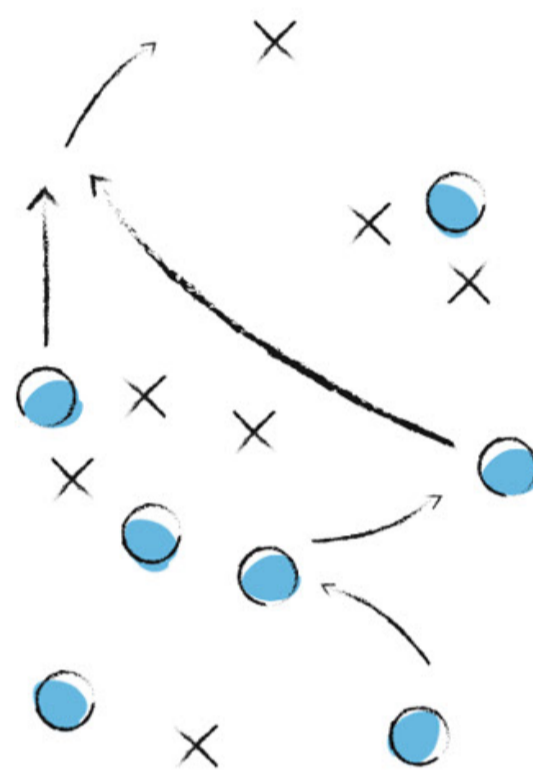
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COORDINATION

15% of decision makers cite coordination as their biggest obstacle.

Lack of agreement on plans and decisions and confusion over workflow and information transfer, both internally and externally were repeatedly referred to as key pain points within organizations.

[READ THE CASE STUDY](#)



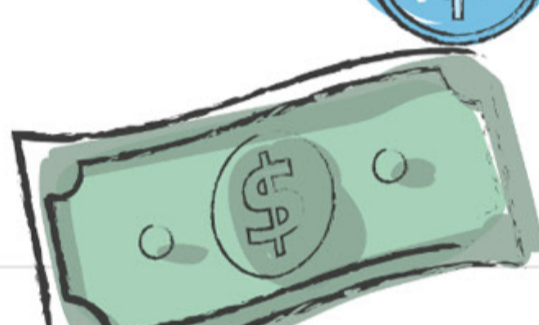
"Today, speed is everything. If you're not first, then you're last; and when you're last, there are penalties, markdowns and challenges."

Mark Harrop, founder & CEO WhichPLM

COST
15%

of decision makers identify time management and associated costs as their top difficulty.

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CENTRALIZATION OF DATA

12% of decision makers are most frustrated by their lack of centralized information and process visibility across the organization.

"Organization of data!! There are so many last minute requests and changing requirements from customers that it's hard to be organized."

Manager of Client Enterprise Reporting

[TIPS FROM THE EXPERTS](#)



CHANGE MANAGEMENT

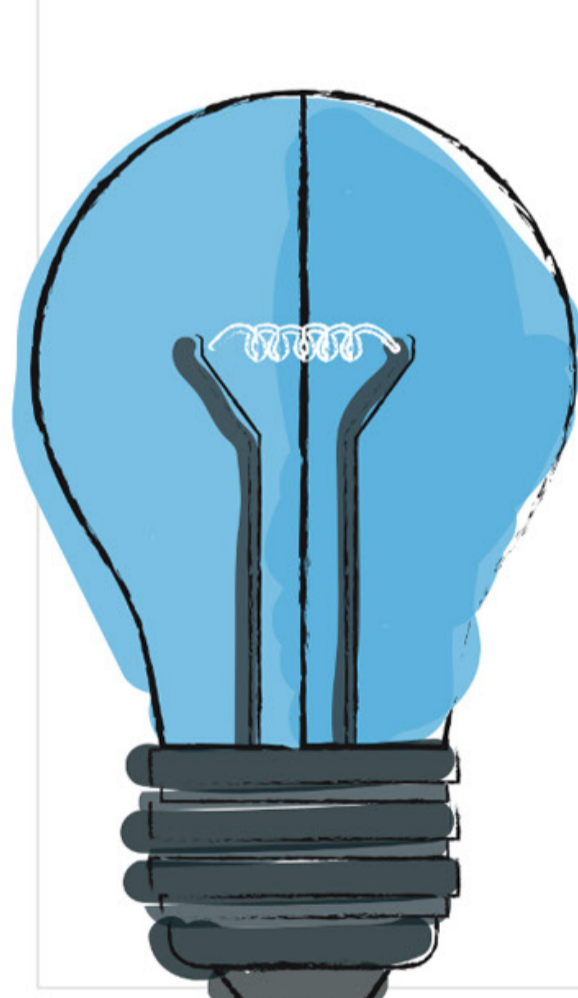
5%

of decision makers said that change management is their greatest challenge.

"Keeping up with the ever changing requirements our customers place upon their vendors, international supply chain issues and constantly changing trade agreements, unpredictable new development phases, change in life span of products and late design changes coupled with comparison of multi-sourced scenarios."

Senior Manager of Manufacturing Operations

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COMPLIANCE

5% of decision makers struggle to keep up with compliance protocols.

"The biggest opportunity for PLM is to go beyond the clear front-end benefits that we know and to put the consumer at the heart of the organization, to provide a great customer experience, with more visibility on stock, better service, compliance and traceability."

Helen Jack, Global Market Insight Consultant

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LEARN HOW TO TEAR DOWN COMMUNICATION SILOS AND CONQUER COLLABORATION CHALLENGES

Download our research report to explore technologies and best practices for improving communication, speed and collaboration across in-house and global supply chain operations.

[DOWNLOAD THE FULL REPORT](#)

