



Streamline your end-to-end product development processes to deliver winning products faster

Digital consumers and their evolving shopping habits are redefining the market for retail. Driven by increasing consumer demands for diversity and personalized shopping experiences, today's market is characterized by complex product ranges that require brand owners to introduce a variety of products on the market faster, without compromising on quality or cost.

Unfortunately, key teams often operate in silos, storing and managing information in disconnected systems. That results in duplicate efforts, inefficient collaboration and manual spreadsheet processes to manage complex product lifecycles. This creates problems that become increasingly visible as the number of SKU's increase, teams grow, markets expand and products move into production, especially when sales, marketing and other teams require clean and precise product data to accurately and consistently launch products.

Stibo Systems' Product Lifecycle Management (PLM) technology brings connectivity, interoperability and traceability to your data. Built on top of our industry-leading Master Data Management (MDM) platform, it enables a 360° view into product data collected from ideation to production, giving you greater visibility throughout the end-to-end product lifecycle.

Retail industry challenges addressed by PLM:

- Fast changing customer preferences and trends
- Requirements for faster product design and delivery
- Increasing number of SKUs and product variety
- Supply chain complexity
- Little to no visibility into product performance, why some products sell and others don't
- Increasing operational costs

66% of products fail within the first year¹

80% of products stay on store shelves for less than 12 months¹

¹ Signals Analytics Report: "Product Development in the Age of Big Data: What You Need To Know"

Capabilities of PLM

Comprehensive offering with capabilities purpose built to support dedicated teams and processes. With its integrated product development process and management workflows, PLM is purpose built to support dedicated teams and processes across the retail industry.

Planning & Ideation		Digital Storyboard	Competitive Research		
		Line Planning			
New Product Development		Material Management	Tech Pack	Bill of Materials Management	Design Specification
		Color Management	Measurement Management	Sample Management	
Supplier Management		Supplier Portal	Supplier Compare View		
		Supplier Management			
Document Management		Document Management	Asset Management		
		Adobe Illustration Plugin			
Workflow & Calendar Management		Calendar Management	Workflow Visualization		
		Workflows			

Benefits of PLM



Accelerate time-to-market
Optimize use of design and development resources, using centralized product information.



Slash product costs
Implement "single-source-of-truth" product specifications and create cost awareness



Boost operational performance
Eliminate duplicate data and error-prone processes for consistency and control across channels.



Support global growth
Standardize global processes and tools to streamline your value chain, while respecting localized needs.



Ensure on-time delivery
Automate collaborative cross-functional product lifecycle processes to eliminate late deliveries.



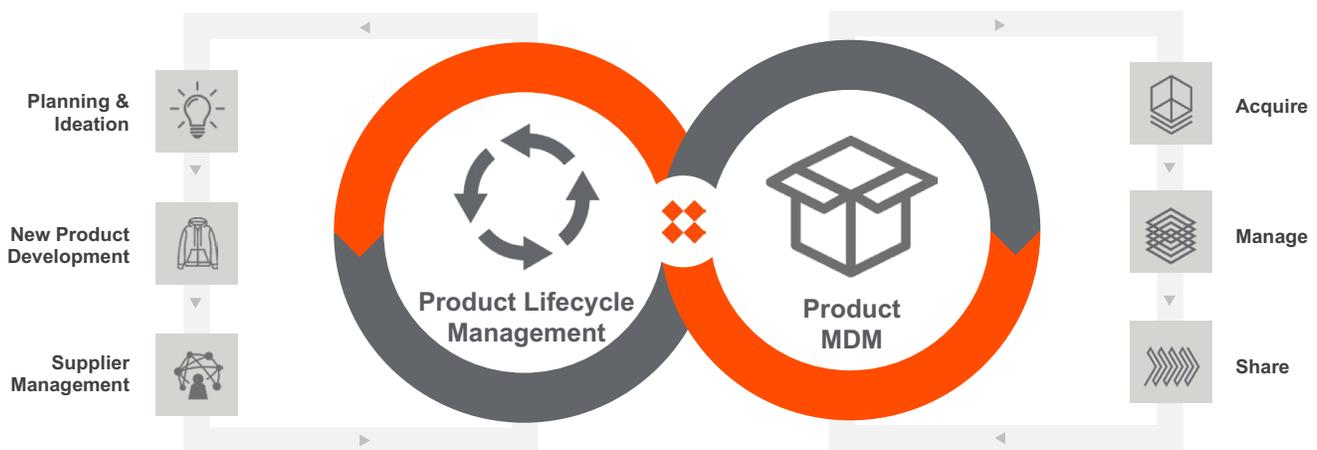
Improve collaboration
Eliminate barriers internally and with partners to speed up decision making and boost productivity.

PLM and Product MDM relationship

PLM applications help optimize your entire product development chain by centralizing product data and establishing processes to handle the complexities inherent in new product development, release and maintenance.

Combining PLM with Product MDM enables you to gather, integrate and clean data from different systems and store it in a central repository. By creating a central hub for all your data and ensuring data quality through deduplication tools and comprehensive data governance, Product MDM allows for available, secure, accurate and consistent product information ready to be distributed across your enterprise.

This enhances collaboration throughout different departments and optimizes the development, launch and retirement of your products. It also enables you to monitor data quality at any point of the manufacturing process, extend workflows, and ensures your products are compliant with industry standards.



Combining PLM and Product MDM closes the circle and enables you to:

- Improve design innovation through optimized PLM software and globally managed services
- Increase product margins through better value chain control
- Reduce sourcing costs through supply chain agility
- Accelerate time-to-market through quicker design turns
- Leverage the MDM platform to gain data insights that drive better decisions related to product design, supply chain and customer experiences

Integrated PLM workflows

01

Plan: Create seasonal trend and direction boards on assortment colors and materials, prints and patterns, and create and manage your line planning in an integrated environment.

02

Design: Let your designers create design and technical sketches in InDesign and Illustrator utilizing the direct Stibo Systems' PLM plugin while raw material developers collaborate with design, product development and suppliers to create, develop and approve raw materials and color standards from within PLM.

03

Develop: Product developers and fit specialists create and manage products, colorways, BOMs, images, documents and other specification details to ensure accuracy of direction.

04

Source: Increase supply chain transparency through integrated research, organization and management of a pool of vendors to understand their capabilities, performance and status while storing all paper work in a single-sourced environment.

05

Sell: Combine PLM with Product MDM to obtain a seamless flow and transition into the selling phase of the product development process. Originating from PLM, product data is available to your product introduction teams, ensuring you introduce the right product to the right market at the right time.

A complete, seamless solution that puts your business first

To learn more about the benefits of putting Stibo Systems' PLM and Product MDM to work for your organization, visit stibosystems.com.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.