

# Infor PLM for Fashion Case Study: Spykar Lifestyles Private Limited

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TIME-TO-MARKET REDUCTION THROUGH DESIGN  
& DEVELOPMENT PROCESS TRANSFORMATION

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## ABOUT THE COMPANY

**Spykar is a leading youthful denim fashion brand based in India. Launched in 1992 as a men's denim brand retailing via multiple outlets, Spykar now offers casual wear ensembles for women as well and retails pan-India via more than 250+ exclusive stores, >1000 multi-brand outlets, large format stores and e-commerce portals.**



**Primarily organized around three divisions – Denim, Innerwear and Accessories – the company is known for its innovative product design, seasonal styles, expansive range, superior quality and fit.**

## BUSINESS GOALS

- Improve efficiency in processes that enable the design and development function
- Incorporate industry best practices in business processes
- Ensure seamless data flow between PLM and ERP systems

*“Ptex Solutions helped us reimagine and reconstruct our process in alignment with Infor PLM for Fashion to drive technology-powered growth. It helped us streamline databases and backend processes to suitably help the design team.”*

SANJAY VAKHARIA, CEO, SPYKAR

## FACTS-AT-A-GLANCE

### COMPANY:

SPYKAR LIFESTYLES PRIVATE LIMITED

### HEADQUARTERS:

MUMBAI, INDIA

### INDUSTRY:

FASHION & RETAIL

### SOLUTIONS IMPLEMENTED:

INFOR PLM FOR FASHION AND CLOUDSUITE FASHION

### INFOR PLM FOR FASHION

### ALLIANCE PARTNER:

PTEX SOLUTIONS

### RETAIL FORMAT:

EXCLUSIVE STORES: 249

MULTI-BRAND OUTLETS: 1000

E-COMMERCE, ONLINE STORE

### STYLES:

SEASONAL & ONGOING STYLES

ACROSS DIVISIONS: 1200

### IMPLEMENTATION TIME:

12 WEEKS

## INFOR PLM FOR FASHION IMPLEMENTATION

A high-growth company, Spykar needed a comprehensive solution to increase agility. After careful consideration, the company selected an integrated system comprising of Infor PLM for Fashion and CloudSuite Fashion (ERP).

Built on industry best practices, Infor PLM for Fashion enables Spykar to manage product design and development on a single platform, with automatic data flow into CloudSuite Fashion.

Infor Alliance Partner Ptex Solutions' deep experience and domain expertise complement Infor PLM's capabilities to: simplify workflow, increase collaboration, centralize, and standardize data.

Ptex Solutions employed a two-pronged approach toward PLM implementation:

- ***Streamlining design and development process***
- ***Centralizing and standardizing style data***

### THE PTEX APPROACH

- STREAMLINE DESIGN AND DEVELOPMENT PROCESS
- CENTRALIZE AND STANDARDIZE DATA

## BACKGROUND AND CURRENT PROCESS

Prior to the PLM implementation, departments in Spykar used multiple platforms and tools to plan, design, develop or track style progress. Style information was not standardized, data storage was decentralized, and records or reports were manually updated.

Specifically:

- Merchandisers used Excel spreadsheets to create line plans and determine the number of styles to design and develop.
- Designers created sketches using Adobe Illustrator, Corel Draw or Photoshop. Sketch files could be as large as 400-500MB, making them cumbersome to share. Often, designers used Share Point, WeTransfer, Dropbox, or alternate tools to share these files.
- Designs were then shared with development, sampling, and sourcing teams via PDF files
- Each team manually maintained its own tracking sheet, so the same information needed to be entered across multiple sheets. Consequently, updating information was also a manual process involving multiple spreadsheets, leaving room for error.

- Techpacks, referred to as Dockets by Spykar, were created using Adobe Illustrator or MS Excel, with each division using their preferred tool. The format was not standardized, with each user or department having a different format.
- Design approvals were given via emails or meetings.
- Post-development, dedicated individuals consolidated and formatted spreadsheets for manual style entry into ERP. In the time taken for consolidation, style information could change, requiring re-entry or resulting in the creation of multiple style entries.

## STREAMLINING DESIGN AND DEVELOPMENT PROCESS

*“Typically, companies adapt solutions to their existing systems or processes. However, Spykar gave Ptex Solutions free rein to implement Infor PLM as they saw fit. Drawing on our expertise and best practice knowledge, Ptex Solutions could design business processes around the solution to derive maximum system benefit.”*

PRASHAM KAMDAR, MANAGING PARTNER, PTEX SOLUTIONS

Ptex Solutions reengineered Spykar’s design and development process around PLM to derive maximum system benefit, increase process automation and efficiency.

The entire process -- including planning, designing, development, sampling, costing and approval – now occurs on a single cloud-based platform, with the latest style data seamlessly flowing into CloudSuite Fashion.

Key workflow and process improvements include:

- **Simplified design-to-development workflow:** Designers now view line plans, add sketches, receive approvals, incorporate changes, and create Techpacks using the same system. They use Adobe Illustrator to create designs with sketches, colourway images and detailed technical drawings. Then, using Infor PLM for Fashion’s Adobe Illustrator plug-in, these designs are automatically created as styles in PLM with images uploaded on the respective pages. As a result, designers now have more time to focus on creativity.
- **Multi-team access to style data:** Infor PLM for Fashion allows Spykar to have a more transparent design and development process, enabling greater collaboration:
  - *Internally:* Cloud-based system access with instantly updated style information provides all departments enhanced visibility and empowers them to work more cohesively than ever before.

- *Externally:* Spykar plans to use the vendor integration module of PLM to work more closely and efficiently with suppliers. In Phase 1 of implementation, vendors will receive automated email notifications with Techpacks. Phase 2 involves enhanced partner collaboration as vendors will be able to access virtual Techpacks directly on PLM.

#### CENTRALIZING AND STANDARDIZING DATA

To ensure uninterrupted data flow through the system, maintaining data purity and consistency is key. At Spykar, there were no common libraries, codification logic as well as Techpack format differed across departments.

To address these issues, Ptex Solutions centralized data, formalized naming conventions and standardized outputs:

*“PLM is now the single version of fact and Spykar now has a single platform to collaborate, create, and store all their libraries.”*

PRASHAM KAMDAR, MANAGING PARTNER,  
PTEX SOLUTIONS

- **Centralized data:** Ptex Solutions worked with Spykar to create a central repository by consolidating different libraries of styles, materials, trims, colours, and grade rules. PLM enables Spykar to create new styles by copying from existing ones. Designers can now easily add colours, sizes, bill of materials and measurements from extensive libraries instead of searching across multiple reference manuals for each item.
- **Standardized data:** Ptex Solutions worked with different departments to develop optimal logic for codification. Fixed length style, material, trim, and colour codes are automatically generated based on contextual logic, reducing redundancy and error. Furthermore, standardized coding ensures a unique number for each item with consistency and uniformity.
- **Established consistent format:** Style information is entered systematically in PLM, enabling automated data flow as well as instant report and consistent Techpack generation. Ptex Solutions worked with Spykar to standardize each page of the Techpack. The new format incorporates all essential information in a clear and concise format that can easily be understood by factories, enabling them to make samples without errors. Now, with a single click, PLM generates a PDF file of the Techpack.

## BUSINESS OUTCOMES

Spykar was able to achieve dramatic business transformation by implementing Infor PLM for Fashion, streamlining design and development process as well as centralizing and standardizing content.

Specifically, the company was able to:

- **Reduce time-to-market:** By shifting from a primarily manual design and development process to a digitized process, Spykar realized significant process efficiency. Incremental efficiency gains across every step of the process translate into overall reduced time-to-market for the company.
- **Drive process automation:** Replacing multiple islands of technology solutions with Infor's integrated PLM and ERP Solution – an integrated multi-tenant system – enables Spykar to automate processes and allocate more time toward productive and creative activities.
- **Improve collaboration:** From working largely in silos, Spykar now operates as a large team with increased collaboration internally between departments as well as externally with vendors. Increased collaboration enables increased agility, making the company future-ready for growth.

As the company adapts, absorbs, and masters the new systems and workflows, it expects to translate qualitative gains into measurable benefits.

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## ABOUT PTEX SOLUTIONS

Founded in 2004, Ptex Solutions specializes in implementing PLM, Planning, 3D design, Visual Merchandising and custom solutions for the apparel, fashion, footwear and retail industries. Till date, the company has completed more than 80 projects across 18 countries around the world.

Known for its customer-centric approach, global experience, industry knowledge and technical expertise, the company offers services such as: consulting, integration, data migration, staff augmentation, custom reporting, and software development.

For more information, contact us: [info@ptxsolutions.com](mailto:info@ptxsolutions.com) or visit our website: <https://www.ptxsolutions.com/>