e2open®

Product Lifecycle Management
Faster Product Development Through Efficient Collaboration

In industries such as apparel and private-label, new products and product lines are designed and launched rapidly, often several times each year. This requires close collaboration across many parties — and careful tracking of masses of data — to profitably produce safe goods that appeal to consumers' changing styles. E2open®'s Product Lifecycle Management application streamlines product development by providing a single place to collaborate with internal and external stakeholders to profitably produce safe, relevant products.

Product development is a complicated process involving many internal and external stakeholders and multiple, time-sensitive processes, including sampling, material selection, initial costing and supplier selection. Each of these stages presents a unique array of challenges, from last-minute design modifications and quality control to vendor oversight and compliance with varied regulatory requirements.

Manual collaboration and data tracking — such as through emails and spreadsheets — during these complex product development phases reduces speed to market, creates opportunities for error and makes it challenging to track historical costs to ensure adequate margins.

One of e2open's Supply Management intelligent applications, e2open Product Lifecycle Management brings all stakeholders and data onto a single collaboration platform, increasing productivity while lowering costs and reducing product development cycle times. With collaborative product development, brand owners can easily and automatically track each step of the process before moving to production with confidence. By gaining rapid product design, collaboration and delivery capabilities, brands improve speed to market and prevent production problems — without compromising quality.

Key Features

- Enables the management of multiple brands and product categories on a single operating platform
- Provides configurable workflows to manage the lifecycles of samples, costs and materials
- Facilitates management of supplier performance, quality, compliance tracking and audits
- Enables teams to create flexible schedules for products, seasons or product lines
- Automatically tracks samples through every phase of the process
- Includes flexibility to define and track tasks on multiple product lines and materials

Key Benefits

- More accurate product cost estimates through analysis of historical cost data and pricing history, plus the inclusion of transportation, tax and duty costs
- Faster product development through simpler communications and oversight and less wasted effort early in the development cycle
- Faster speed to market through rapid product sampling and quality tests
- Automatic storage of crucial product testing records for easy reference in the future
- Increased quality performance through better selection of materials and suppliers and improved record-keeping

Higher Productivity and Lower Costs

With these capabilities, private label brands streamline and optimize the end-to-end product development process. The result is faster, smoother, more efficient product introductions with fewer errors and lower sourcing costs across the board.

End-to-End Insights and Collaboration

When brands develop new items, it is important to have visibility into every step of the process, including raw material acquisition, samples and costing. This application enables companies to convert all available data into actionable insights, leading to new revenue- and value-producing opportunities. This enhanced visibility and the resulting insights drastically reduce the back-and-forth over email and phone for internal teams and suppliers, shortens the product development cycle time and ultimately improves speed-to-market.

Faster Product Design Through a Unified System

Using manual methods such as emails and spreadsheets to keep all parties synchronized while designing new products is inefficient and extends the process. This application enables collaborative product design at the early stages of development — including image management with item master creation — capturing product images and all specifications in a single platform for all parties to access. By keeping all stakeholders synchronized, brands finalize new product designs more quickly and efficiently.

Simplified Sample Management

When developing new products, brands require samples from manufacturers to ensure the product meets design specifications. This complex process can involve multiple materials, sourcing locations and manufacturing partners. This application enables companies to automate the management of sample cycles — including prototypes, fit and salesman samples — and track sample costs, quantities, receipts and approvals with detailed tracking views. Integrating steps like sample management into the digital supply chain provides insight and analysis into cost information, reducing development time and cost.

Improved Supply Assurance Through Vendor Collaboration

Rapid, well-coordinated product design has little value if manufacturing partners do not have available capacity to produce the goods. Through data sharing, vendors have access to product specifications and designs, knowing earlier in the process if an order is feasible and how quickly it can be fulfilled. Through this enhanced planning, brands ensure the materials and manufacturing capacity required will be available to ensure timely product introductions.

Specification and Material Library Management

Consistency is integral to every brand's reputation, and quality and accuracy can become compromised when companies manually track product specifications. With this application, brands maintain crucial product information — such as design standards, seasonal color palettes, points of measure and size ranges — in a single system, reducing the potential for miscommunication and inconsistency from suppliers.

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End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination, and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision grade. Using machine-learning enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed loop communications back to ERP systems for execution This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Develop and launch new products more quickly by automating steps and implementing full visibility and collaboration from the very beginning. Easily maintain accurate records of costs and material specifications for continuous improvement.

About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything. Visit www.e2open.com.

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