

Yunique Solutions

creating and developing unique solutions



Rocawear

HEADQUARTERS: New York, NY | www.rocawear.com

NOMINATED BY: Yunique Solutions Inc. | www.yunique.com

The growing urban clothing label created in 1999 by rapper Jay-Z and record executive Damon Dash has seen its sales soar from approximately \$350 million in 2004 to \$700 million last year. The company has expanded its brand through multiple licensing agreements into numerous product categories, including men's, women's and children's apparel and accessories, and also has co-branded product with Pro-Keds, State Property and Team Roc.

With a challengingly diverse product portfolio, the company implemented Yunique's "plmOn" solution at its Manhattan headquarters in 2005, and reports that it has reduced its product development cycle times in its core business by 66 percent while improving teamwork and improving its timelines significantly.

Peter Stepien, Rocawear's vice president of information technology, said the company's objective regarding PLM was to implement a tool that could fit into a rapidly changing designer- and graphic-driven environment.

Before implementing the solution, designs were housed internally in different locations throughout the company, says Stepien.

"We now have a central depository of designs and spec components at our fingertips and we are able to coordinate all departments as well as communicate instantly with our suppliers through [Yunique's] supplier relationship management product."

Whereas the company previously lagged behind with regard to assembling and sending tech packs, it's "now a tech pack super generator," says Stepien, adding that with its PLM solution, Rocawear is positioned to continue its rapid growth trajectory and offer more creative products.

Yunique's web-based solution works on both Mac and PC platforms and, importantly, according to Rocawear, allowed it to access its current Adobe Illustrator files in their native mode.

According to Rocawear, the solution offered apparel-specific tools that worked "right out of the box," and the software's user-friendliness facilitated training for both the creative and technical employees within the organization. Most users, including designers, were trained on the new system in one day. ◀

Spiegel Brands Inc.

HEADQUARTERS: New York, NY | www.spiegel.com

NOMINATED BY: Yunique | www.yunique.com

Mailing its first catalog in 1905, Spiegel has long established itself as a venerable retailer within its channels, offering diverse collections of women's apparel and functional home products.

But the successes over the course of more than a century, often geared around older, deep-rooted processes, also meant considerable challenges when the time came for the company to revitalize its product development infrastructure.

Recently, Spiegel Brands switched from a home-grown legacy product, used for product development, to the web-based PLM

solution from Yunique Solutions, an undertaking described by those involved as a prodigious success, as data from the previous 10 years was converted over.

The company restructured its processes as it implemented the Yunique solution within all four of its four distinct catalogs, Spiegel, Newport News, Carabella and AB Lambdin.

Spiegel Brands reports dramatic reductions in product development time and costs, and improvements with creativity and innovation. In addition the PLM system was integrated with Spiegel

Brands' customer service department in order to offer the most current information.

"After using our homegrown 'Probe' computer system since 1996, we recognized the need to migrate to a better technology platform that would allow us to link together our design, merchandising, sourcing and supplier teams around the world," says Jojo Sanz, a senior manager of production and planning at the company.

"In addition to system performance issues, our homegrown system would not allow us to fully integrate our designers

in new product collaboration. We wanted a tool that would give us the image management capabilities needed to view, share and visually collaborate across our entire process."

Sanz says after evaluating several PLM solutions, "we decided that Yunique was the one vendor that could best meet our specific needs."

Sanz says he was also influenced in his selection of Yunique's "plmOn" product due to its Microsoft .NET architecture. "Not only is it a true web-based solution," he

says, "it gives us the simplicity and ease-of-use we needed to get our designers and trading partners up and running very quickly ... plmOn is a true collaboration tool that allows us to exchange and share information in real time across our extremely SKU-intensive business."

According to Sanz, Spiegel Brands can now quickly develop concepts using its "wish list" of fabrics, styling and trims. "We can then collaborate with our agents and suppliers on their ideas and bids," he says. ◀