HOW WFX INTEGRATED BHARTIYA FASHION'S END-TO-END PROCESSES ON ONE PLATFORM

BHARTIYA
FASHION

WFX

ABOUT BHARTIYA FASHION

Bhartiya International (BIL) is the largest manufacturer of leather and fashion products from India. Established in 1987, the Bhartiya group has 10 manufacturing facilities located in India, China and Bangladesh as well as 6 design and prototyping facilities, 9 business development offices and 6 showrooms—spread out globally in places like Italy, Switzerland Hong Kong, and New York City.

The company is publicly listed and traded on the Bombay Stock Exchange and the National Stock Exchange of India since 1994. Apart from leather apparel and accessories, Bhartiya Fashion also manufactures textile apparel, fur goods and outerwear for global fashion brands across Europe and North America.

Bhartiya International's factories can produce over half a million leather goods annually for their 350+ clients. The leading manufacturer employs over 10,000 people in 14 countries who manage everything from design and merchandising to leather tanning to raw material sourcing, production, quality control, logistics and retail.

BHARTIYA'S CHALLENGING RACE TO THE FINISH LINE

Bhartiya International has been around for decades and they have always been at the forefront of design and innovation in the fashion industry. The company produces the highest-quality leather clothing and accessories for the world through their 10 factories and is known for its innovative designs and quality products.

However, like many companies, they were facing challenges around managing their supply chain and logistics processes. As the company grew, its processes became siloed and outdated which made it impossible to bring all the systems together. This resulted in high operational costs and delays due to manual processes. And with lead times in the fashion industry reducing all around them, they knew they would lose out on new orders if they did not respond quickly enough to their customers' demands for faster delivery. Bhartiya felt a real need for more efficient ways of running their operations and reducing their speed to market.

The company realized that they needed an integrated solution that would allow them to collaborate across departments, automate processes and deliver faster results at lower costs. However, finding the right digital solution was no easy feat. They were looking for a platform that would be both easy to use and flexible enough to integrate seamlessly with all of their factory functions.

When we met with Bhartiya Fashion, one of our team members asked them why they hadn't upgraded yet, and they told us that they just couldn't find a digital solution that could meet their needs—and that's where WFX came in! After researching multiple options, Bhartiya decided that WFX Cloud ERP was the best way to achieve their goals.

HOW WFX HELPED BHARTIYA ACHIEVE DIGITALIZATION SUCCESS

The WFX Cloud ERP platform was selected by Bhartiya International to help streamline the company's end-to-end business processes and digitally transform the organization. The company's decision to embrace digital transformation was driven by the need to increase efficiency, reduce costs and improve customer satisfaction.
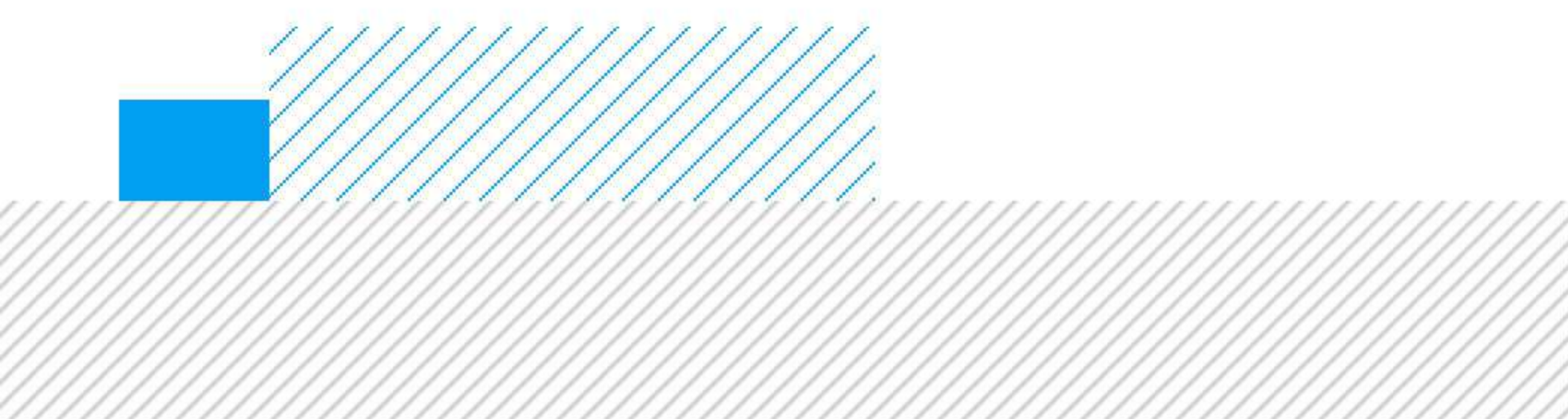
Before WFX, Bhartiya had been using an off-the-shelf software solution but found that it lacked the flexibility, scalability and security needed to effectively manage its complex business operations, including multiple facilities across the world. WFX Cloud ERP is a cloud-based ERP solution that helps businesses manage all of their core functions—from product development to material planning, capacity management, merchandising, sourcing, production, quality control, sub-contracting, logistics and financial accounting.

With WFX Cloud ERP, Bhartiya Fashion is able to manage its entire business process from one unified platform. This gives the team complete visibility into their entire supply chain and enables them to achieve greater efficiencies in managing inventory, production planning and scheduling, sales orders, customer management, financials and more.

"WFX's track record, technology and ability to successfully implement software across management, right down to even workers with lower literacy made it clear that they understand our business and are the right company to partner with," says Manoj Khattar, Director, Bhartiya International Ltd.

INTEGRATING BHARIYA'S MULTI-DIVISIONAL BUSINESS WITH WFX ERP

Bhartiya came to WFX ERP because it offered the kind of integration and flexibility that they needed to solve their complex business challenges. "We are a multi-divisional business, with different products, so it is important for us to track profitability and track the bottom line of every business separately," explains Khattar.

For Bhartiya International to unlock the complete benefit of digitalization, it was imperative for them to be able to see where the company was making better profit margins, and where the margins were not so great. This kind of information was crucial to making better strategic decisions across the business.

With every division unified on the platform, WFX ERP also gave them real-time access to data from different verticals and robust reporting capabilities to monitor important performance metrics such as sales volume, product mix, capacity utilization, operating expenses, inventory turnover rate, etc. This has allowed them to make informed decisions about how to grow their business and take advantage of market opportunities.

Bhartiya has also been able to create a single database that contains all of its product and supplier information. WFX uses an intuitive interface that allows teams to easily manage inventory, sales orders, purchase orders, and more. "With integrated software like WFX—you can do your processes faster, place orders faster and track your materials faster. This helps us reduce leads and service our customers much better," Khattar says.

The results have been outstanding. By standardizing everything on one system across all divisions, Bhartiya has been able to reduce manual processes by 85%, and increase customer satisfaction with quicker deliveries (30% faster!) Perhaps most important of all, Bhartiya has been able to bring lead times down from around 90 days to just about 30 to 40 days, which is proof of the software's successful implementation.

RESULTS ACHIEVED:

Reduction
in manual processes

Increase
in time-to-market

Time saved

Learn more about WFX at
www.worldfashionexchange.com

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> We are a multi-divisional business, with different products, so it is important for us to track profitability and track the bottom line of every business separately. We need to know very well where we are making better margins, and where the margins are not there so that we can make better business decisions. With integrated software like WFX—you can do your processes faster, place orders faster and track your materials faster. This helps us reduce leads and service our customers much better. "

-Manoj Khattar
Director,
Bhartiya International Ltd.