

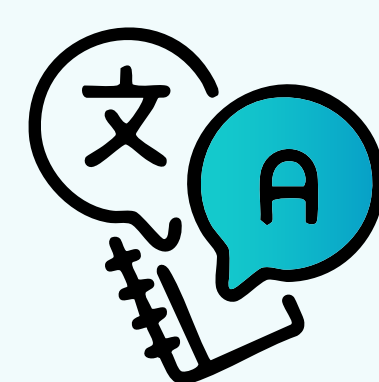


● Customer Success Story

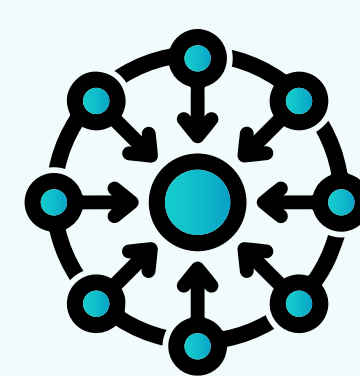
How WFX Streamlined Shimano's Labeling Process and Reduced Manual Effort



Reduces Data Entry






Multilingual Compliance



Global Data Access

SHIMANO

About The Brand

 Japan (HQ), The Netherlands (Apparel Team)  5,000+
 Cycling Components & Apparel

Founded in 1921, Shimano is a Japanese multinational manufacturing business specializing in cycling, fishing, rowing products and components.

- A global market leader in high-quality bicycle components, such as wheels, shifting systems, and brakes.
- Shimano's European office oversees the entire apparel development process for cycling products, managing product lines on a global scale.
- The apparel development team consists of five members who use WFX PLM to manage their workflow and communication with the global team.

Challenges

When Shimano moved their apparel development processes back from Japan to Europe, they needed a globally accessible system to capture all information in one place. The lack of a centralized system made it difficult to maintain consistency, ensure compliance, and manage expanding operations effectively.





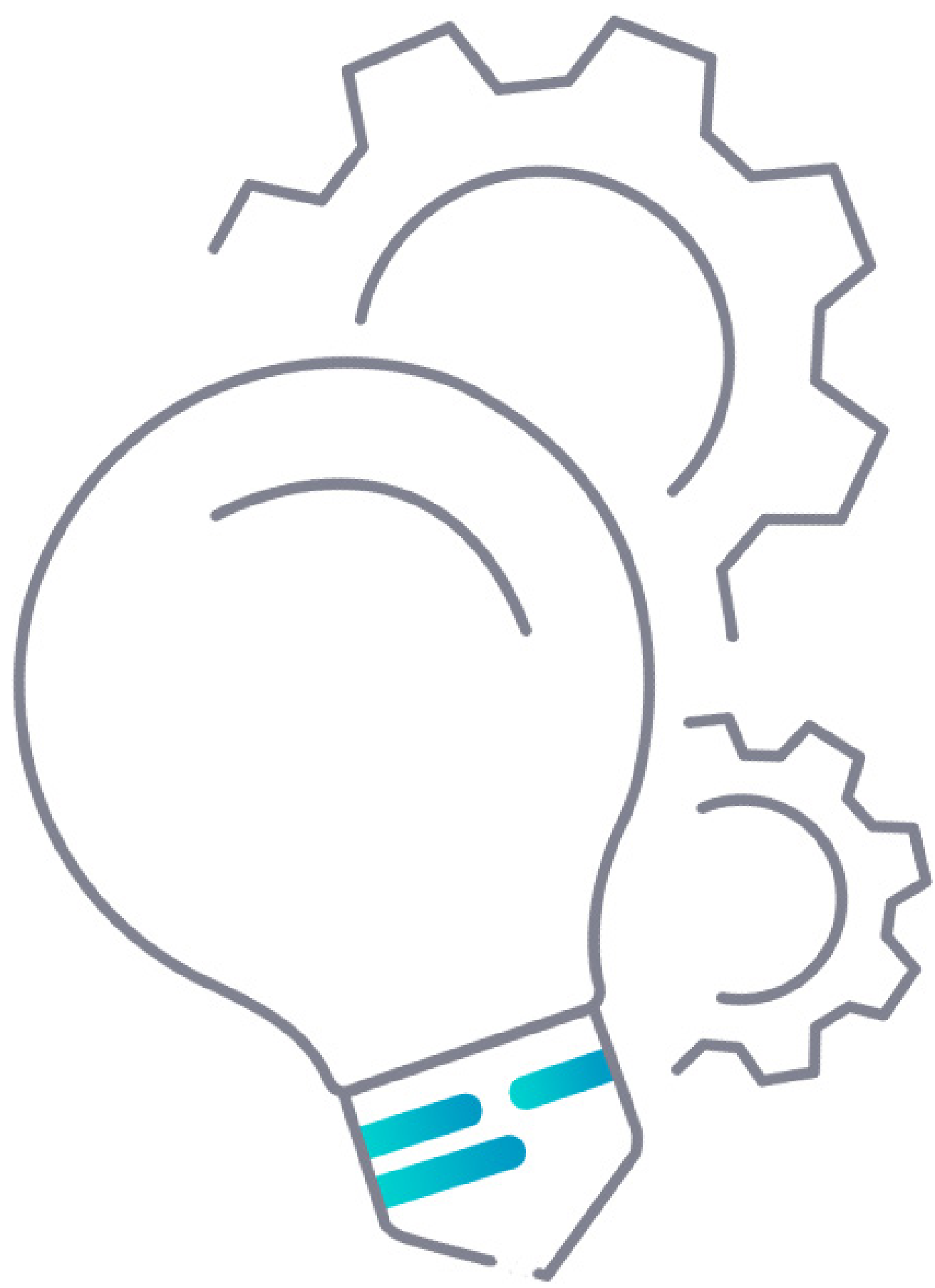
Our small apparel team faced a huge challenge in complying with the strict regulatory requirements and global labeling standards that Shimano demands. WFX created a care label tool that allows us to generate labels in multiple languages effortlessly, a process that used to be a nightmare when managed manually in Excel. Now, if our BOM is correct, the care label is automatically rolled out. A major time saver.”



- Evert-Jan Haarhuis
Manager Product Development & Custom Clothing, Shimano

Some of the challenges Shimano faced before PLM included:

- **Decentralized Data:** Relying on Excel sheets for managing product information led to data errors, inefficiencies, and miscommunications.
- **Multiple Locations:** Shifting apparel development between Japan and Europe made coordination difficult, necessitating a centralized system to effectively manage global product information.
- **Regulatory Compliance:** Meeting global labeling standards was complex and time-consuming, especially since care labels required translations in 23 languages, which was being managed manually in Excel.
- **No Real-Time Collaboration:** Different teams across multiple regions struggled to update and share data, leading to delays, miscommunication, and inaccuracies.



Challenges

- Decentralized Data
- Multiple Locations
- Regulatory Compliance
- No Real-Time Collaboration



Solution

WFX PLM provided Shimano with a comprehensive solution tailored specifically to the unique needs of their specialized apparel team, focusing on streamlining workflows, enhancing data accuracy, and improving team collaboration.



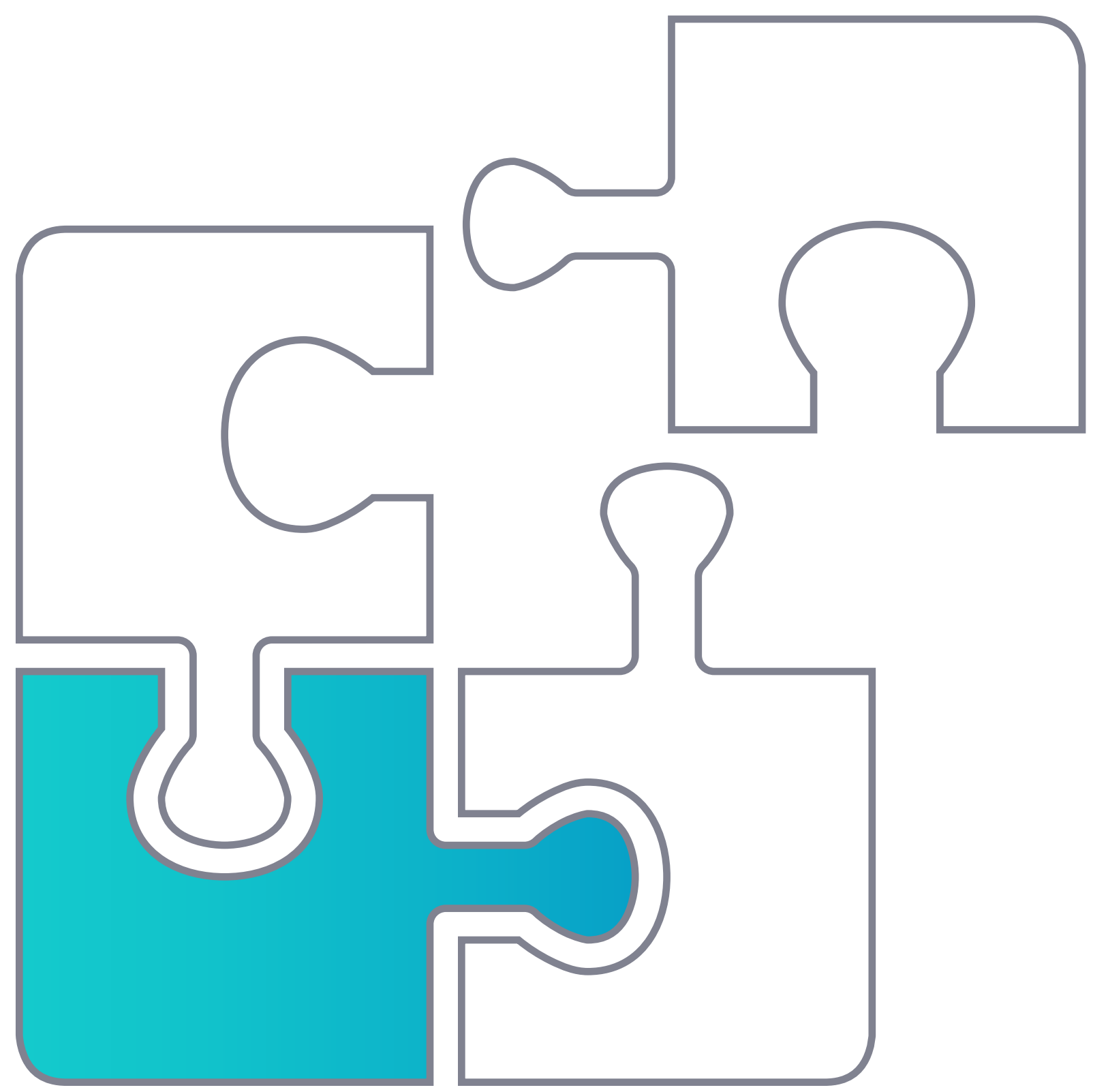
The implementation of WFX helped us align our processes with industry best practices. The way we approached it was crucial: WFX provided the tools, but our team had to think and input the information into the system ourselves. This pushed us to learn the system quickly and thoroughly, and we still benefit from that effort today. Now, we know exactly where everything is in the system, which has significantly sped up our adoption rate.”



- Evert-Jan Haarhuis
Manager Product Development & Custom Clothing, Shimano

The implementation of WFX PLM has offered:

- **Centralized Product Data:** WFX enabled Shimano to consolidate all product development information on a single platform, allowing real-time data access and synchronization across regions.
- **Virtual Showroom:** The WFX virtual showroom allowed Shimano to share new apparel collections with stakeholders, even before product imagery was finalized, ensuring timely sales force engagement.
- **Label Compliance Tool:** A customized care label tool automated the creation of labels in 23 languages, reducing manual workload and ensuring consistent regulatory compliance.
- **Web-Based Interface:** WFX is a fully web-based PLM solution, requiring no on-premise servers like Centric. This means it doesn't need dedicated IT resources, and it is always updated with the latest technologies.
- **Cost-Efficiency:** WFX had all the right features yet was more affordable than other PLM systems, and required fewer resources for setup, making it a better fit for Shimano's smaller team.



Solution

- Centralized Product Data
- Virtual Showroom
- Label Compliance Tool
- Web-Based Interface
- Cost-Efficiency



Results

Implementing WFX PLM led to notable improvements in Shimano's efficiency, streamlined their processes, enhanced team collaboration, and significantly improved their ability to manage apparel development on a global scale.

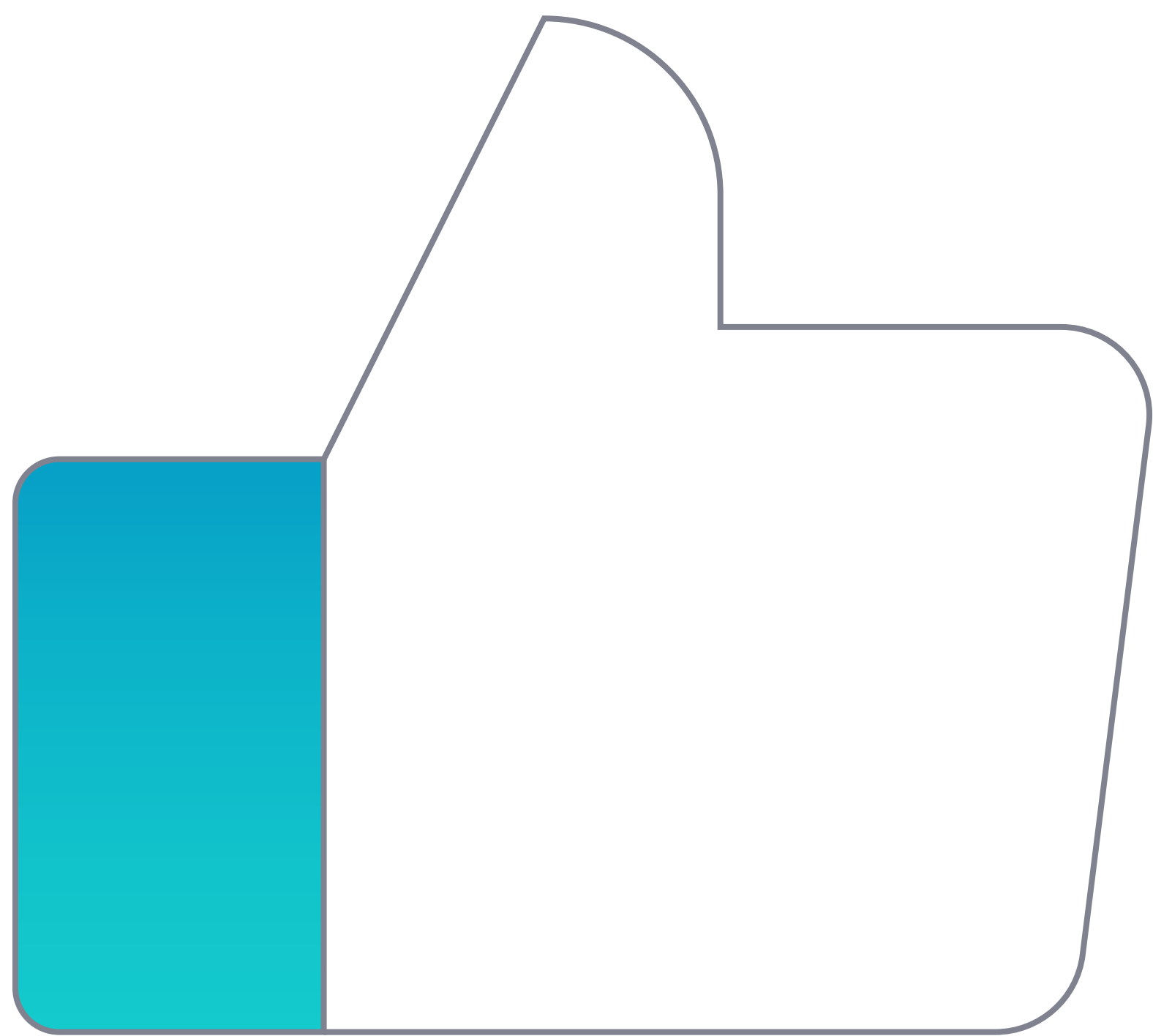
“When we took over apparel development from Japan, we knew the process had to scale globally. WFX enabled us to expand efficiently to North America and Australia by providing a secure, accurate, and accessible system for all our data. Managing everything in Excel was prone to errors, but with WFX, we now always have real-time information, and exporting data to our ERP is super easy.”



- Evert-Jan Haarhuis
Manager Product Development & Custom Clothing, Shimano

Some of these improvements include:

- **Time Savings:** Automation of export functions and integration with Shimano's ERP system eliminated many manual tasks, freeing up time for strategic work.
- **Improved Accuracy & Compliance:** Real-time data management reduced errors and improved the accuracy of product information, particularly in meeting international labeling standards.
- **Scalability:** With WFX, Shimano could expand apparel development operations beyond Europe to North America and Australia, while maintaining consistency and data accessibility.
- **Better User Experience:** The intuitive and web-based nature of WFX allowed easy adoption, enabling team members, regardless of location, to access the system even from factory floors.
- **ERP Integration:** The integration of WFX with their ERP automates data transfers eliminating the need for manual inputs, significantly enhancing overall efficiency.
- **Faster Decision-Making:** Real-time data access allowed for quicker decision-making, reducing bottlenecks and improving overall responsiveness to market demands.



Results

- Time Savings
- Improved Accuracy & Compliance
- Scalability
- Better User Experience
- ERP Integration
- Faster Decision-Making

“

WFX's export functionalities lets us create reports that are uploaded directly into our ERP system—something that used to be done manually. This has saved us a lot of time. Additionally, WFX allows us to track changes and understand why they were made, which helps us maintain clarity in our decision-making process.”

-Evert-Jan Haarhuis

Manager Product Development & Custom Clothing, Shimano



WFX has transformed our apparel development process, centralized all our data and saved us significant time. The virtual showroom and automated care label generation have been particularly game-changing for our global team."



-Evert-Jan Haarhuis

Manager Product Development
& Custom Clothing, Shimano



Discover how our digital transformation solutions can help you get to market faster, become more sustainable, and streamline your operations for scalable success.

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