



● Customer Success Story

British Retailer DCK Shortens Product Lifecycle with WFX PLM



Increased
Efficiency



Faster Product
Launch



Improved Supplier
Collaboration

About The Brand

📍 United Kingdom 👥 1,200+ 🏢 Fashion Jewellery

Founded in 1992, DCK Group is one of UK's largest independent retailers of fashion jewellery and accessories based in London, Essex.

- Operates on both B2B and B2C models—collaborating with 30+ retailers including Matalan, Tesco, ASOS, Zalando, Boots, M&Co, River Island, and more.
- Headquarters located in Billericay, Essex with offices in Hong Kong and China, providing extensive retail and logistics capabilities.
- Sources over 24 million pieces of jewellery annually while also developing and trading its own clothing ranges and accessories brands.
- Provides jewellery on a concession basis for various UK High Street brands and internationally recognized chains.

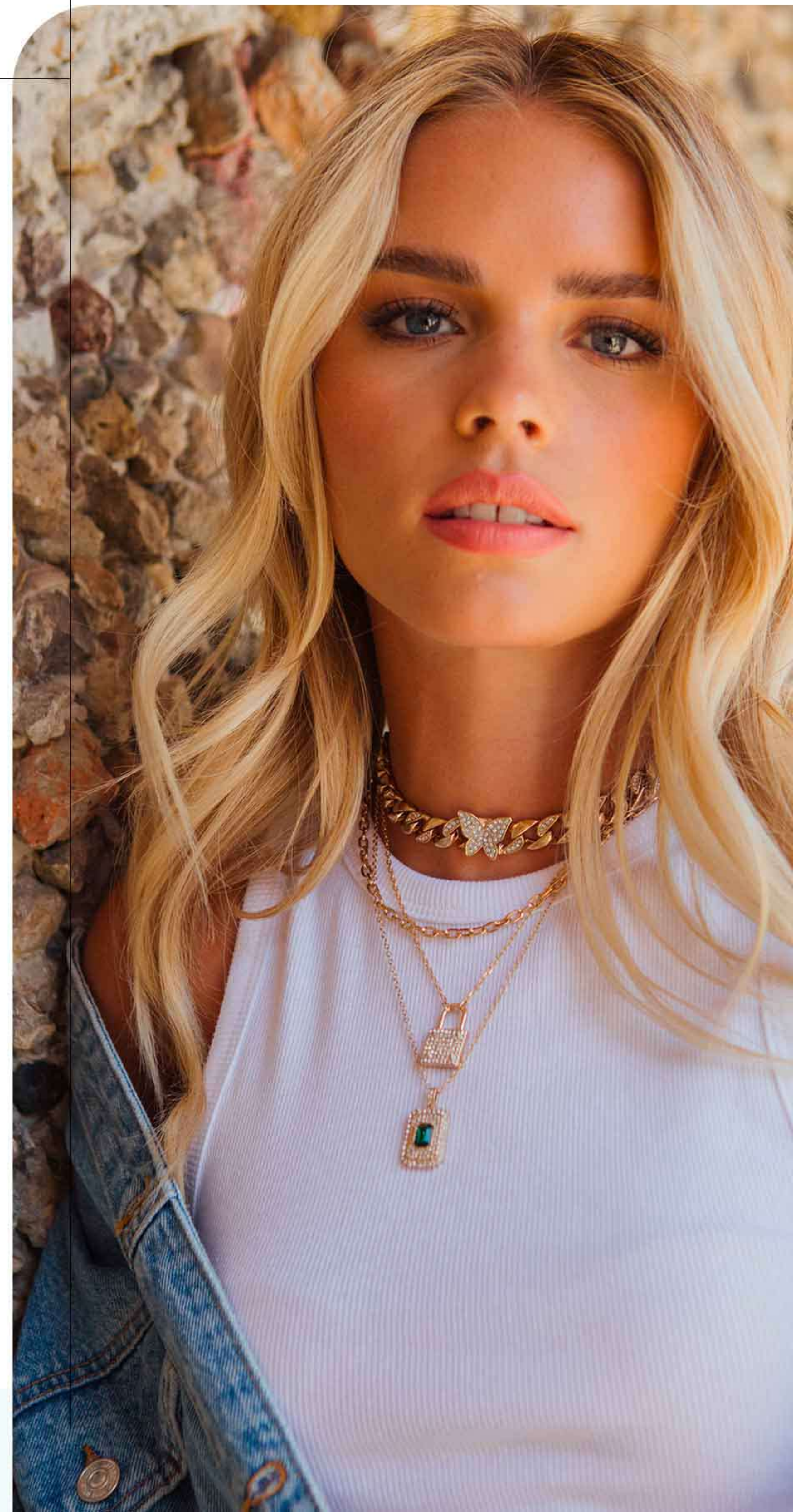
Challenges

DCK Group, the UK's leading independent global fashion jewelry business, has been in business since 1992. While their business has evolved and grown manifold in these years, the team was still using a static product development system that was designed almost 25 years ago which posed many challenges.

“ Our requirement was to consolidate everything into one place to have better visibility. We also wanted to improve supplier collaboration and communication. WFX was the solution we chose to address these challenges.



- Oliver Simons
Operations Development Director at DCK



Some challenges DCK faced with their previous system include:

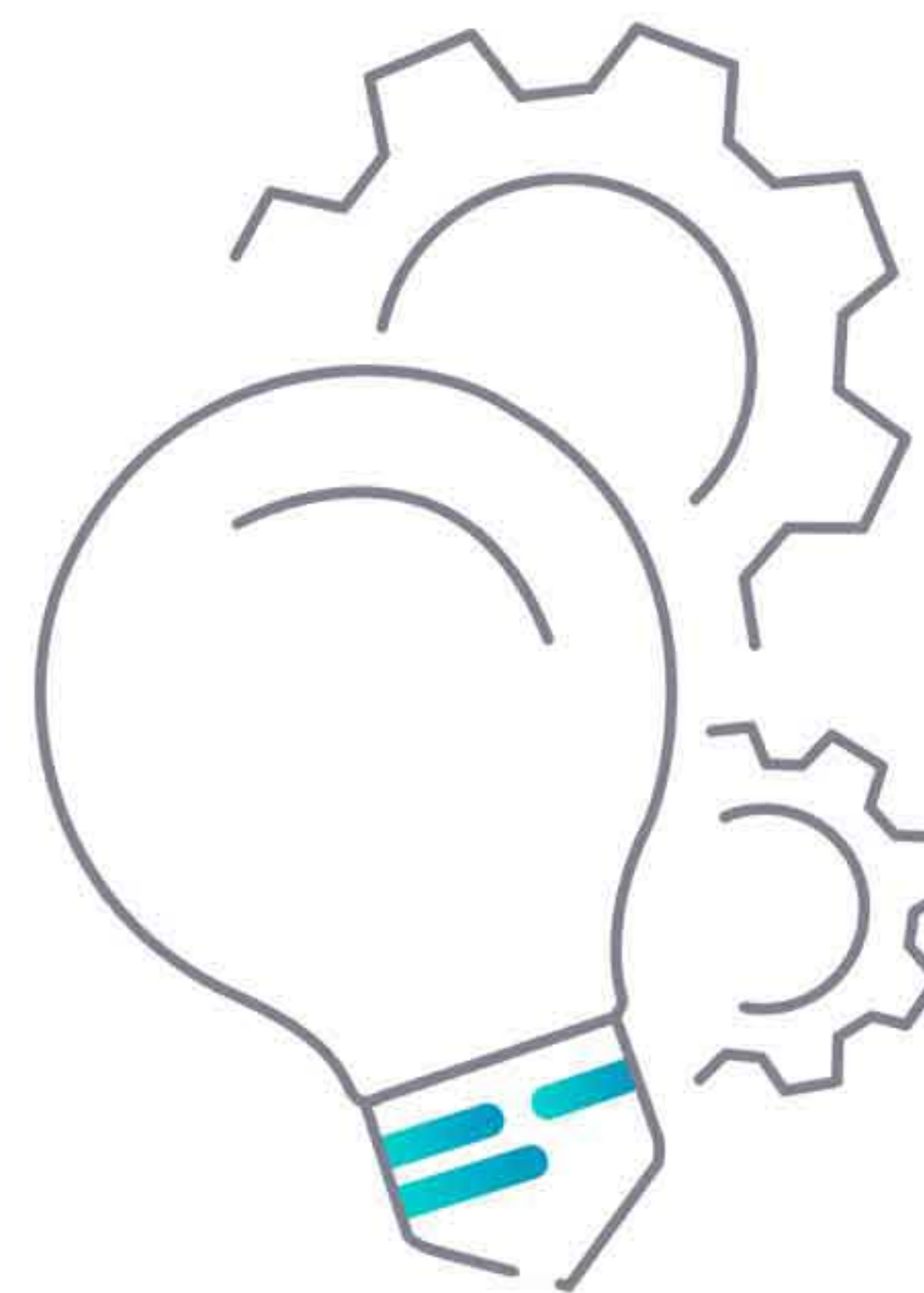
- **Manual and Unattractive:** The existing system was manual and visually unappealing, lacking modern features.
- **Limited Functionality:** It had limited options and disjointed functionalities, hindering efficient product development management.
- **Lack of Supplier Integration:** The system did not integrate with suppliers, leading to communication problems.
- **Data Management:** Buying and merchandising teams had to continually update the system or manually gather the latest information, causing inefficiencies.

Solution

DCK's business model reliance on high volumes, high Stock Keeping Units (SKUs) and low price points. Their business operates at a rapid pace, frequently introducing new products with short lifecycles and high unit counts—and they needed a system to manage this efficiently. DCK chose WFX as the solution for them due to WFX PLM's capabilities and alignment with their specific business needs.

Here's a summary of how WFX became the chosen PLM for DCK:

- **Recommended by NetSuite:** DCK Group was introduced to WFX by their ERP (Enterprise Resource Planning) provider, NetSuite.
- **Pre-built Connectors:** WFX PLM is the only Fashion PLM solution with pre-built NetSuite connectors for seamless data integration, simplifying the process.
- **Fashion Retail Experience:** WFX had prior experience working with fashion retail companies, understanding the specific challenges in this industry.
- **Centralization for Visibility:** WFX consolidated all data into a single platform to enhance visibility across their operations.
- **Supplier Collaboration:** With its Vendor Portal, WFX allowed direct supplier logins to streamline supplier collaboration and communication for DCK.
- **Visual Features:** WFX offered a modern UI with a more visually intuitive system that included images and fashion-specific filters.



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- Fashion Retail Experience
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- Supplier Collaboration
- Visual Features

“

WFX supported us well in understanding the architecture of our systems and how all our systems and workflow needed to fit together. The team also helped guide us through the changes we needed to make in our product hierarchy.

- Oliver Simons

Operations Development Director at DCK

Results

DCK Group adopted WFX Product Lifecycle Management (PLM) software to digitally transform their product development processes. The company shared how WFX has benefited their business:

- **Visual Interface Boost:** The system's visual interface has significantly increased efficiency and productivity for DCK's buying and merchandising teams. Working with product images has improved product development by providing clear visibility,
- **More Focus on Products:** WFX has increased overall productivity, allowing teams to dedicate more time to product-related discussions and development.
- **Better Line Planning:** Planning, previously done in isolation on spreadsheets, is now consolidated within one system, freeing up time for other essential tasks.
- **Faster Product Launch:** DCK Group anticipates that WFX will help shorten product life cycles and accelerate time-to-market.
- **Elimination of Email Hassles:** Lengthy email exchanges between buying, merchandising teams, and suppliers have been eliminated, reducing misunderstandings.
- **Timesaving:** The reduction in communication time has been a significant win for DCK, allowing teams to focus on critical tasks.
- **Direct Supplier Access:** WFX's direct supplier login portal has eliminated confusion and streamlined communication between buyers and suppliers.
- **Enhanced Efficiency:** Range building has become more efficient, and teams can confidently track negotiations and discussions.

The adoption of WFX PLM software has brought about numerous improvements, from efficient communication to enhanced productivity and faster product development at DCK.

Sustainability

The DCK Group has been steadily increasing its focus on sustainability, and WFX PLM has become an essential tool to support this mission. Here's how DCK is leveraging WFX to support their sustainability initiatives:

Results

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- Timesaving
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- Enhanced Efficiency

“
Before WFX, it was up to the warehouse to estimate how much plastic we were using. Now, we have increased visibility into what materials we are using and what we can recycle.

- Nathalie Taylor
Capability Manager, DCK

Rainwear was facing many challenges with their existing ERP:

- **Reducing Sampling Waste:** WFX PLM helps reduce waste during the sampling process by enhancing efficiency and accuracy, allowing for a more precise approach from the outset.
- **Reducing Air Freight:** WFX's impact on lead times will decrease the necessity for air freighting shipments. This reduction in air freight will significantly contribute to lowering the company's carbon footprint.
- **Tracking Packaging:** DCK has integrated features into the bill of materials within WFX to log individual components and all packaging materials, including plastic bags. Suppliers are responsible for inputting this information into WFX, facilitating precise tracking of materials usage and recycling efforts.
- **Increased Visibility into Materials Usage:** Previously, estimating plastic usage was a task for the warehouse, but with WFX, DCK has gained increased visibility into materials usage. This allows them to make more informed decisions about materials and recycling practices.
- **Listing Recycled Items and Storing Certificates:** DCK utilizes WFX to list recycled items and store certificates such as FSC (Forest Stewardship Council) and GRS (Global Recycled Standard).

“ *We launched a totally new system without any business delays, which is a big win in the first three months. So, I do believe WFX will help us make the product lifecycle even shorter in the future.* ”



Sustainability

- Reducing Sampling Waste
- Reducing Air Freight
- Tracking Packaging
- Increased Visibility into Materials Usage
- Listing Recycled Items and Storing Certificates



The WFX team was very flexible and open to building the solution based on our needs. They guided us throughout the implementation and continue to help us through the PLM Support. The experience was thoroughly enjoyable, and we are better off for having worked with them.



- Nathalie Taylor
Capability Manager, DCK



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