



● Customer Success Story

How WFX Boosted Features' Efficiency & Focus on Growth



Streamlined
Communication



Centralized
Documentation



Enhanced
Efficiency

features

About The Brand

North Carolina, USA

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Running Socks

Feetures is a family-owned business that has specialized in running socks for over 24 years.

- Leading brand in the US run specialty market with aims to become the most recognized performance sock brand globally.
- Product team based in Charlotte, NC with other key departments in Hickory, NC.
- Began selling wholesale to larger specialty retailers. Expanded to direct-to-consumer and national accounts with a growing international presence.
- Focus on performance and comfort with features like targeted compression, anatomical design, and iWick fibers to ensure a superior fit and durability.

Challenges

Before implementing WFX PLM, Feetures faced significant operational challenges. The reliance on Excel sheets and email chains resulted in unorganized documentation and fragmented communication, which hindered efficient decision-making and collaboration.

“When I first started at Feetures, all our developments were documented in emails and Excel spreadsheets. It was a lot of offline work and sifting through emails to find information which made it difficult to track information and communicate effectively with our suppliers.”



- Megan Wise
Senior Product Manager, Feetures



The challenges included:

- **Scattered Information:** Vital data was dispersed across various platforms, leading to poor visibility and hampering decision-making.
- **Fragmented Communication:** Email chains and fragmented systems resulted in siloed communication, making collaboration difficult.
- **Redundant Efforts:** Manual creation of style sheets and BOMs led to duplicated efforts and were not visible to all team members.
- **Resource-Intensive Processes:** Manual documentation processes consumed excessive manpower, limiting productivity.

Solution

WFX PLM provided a comprehensive solution to Features' challenges, revolutionizing their product development and communication processes. The implementation of WFX PLM offered:

- **Unified Documentation Hub:** Consolidated tech packs, BOMs, and material libraries into a single, easily accessible platform.
- **Facilitated Collaboration:** Structured communication pathways enhanced collaboration among the team.
- **Streamlined Version Tracking:** Simplified access to specific product versions eliminated the need to sift through emails and folders.
- **Efficiency Enhancement:** Reduced the workforce needed for documentation, improving overall efficiency.
- **NetSuite Integration:** Automated the transfer of product data from WFX to NetSuite, eliminating manual spreadsheet uploads and reducing errors.

Challenges

- Scattered Information
- Fragmented Communication
- Redundant Efforts
- Resource-Intensive Processes

Solution

- Unified Documentation Hub
- Facilitated Collaboration
- Streamlined Version Tracking
- Efficiency Enhancement
- NetSuite Integration

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Using WFX-NetSuite connector to push data directly to NetSuite has been a huge time saver! We don't need to manually fill out spreadsheets or rely on our IT director to upload files. The product team can now upload items with a click of a button, allowing us to develop more limited editions and upload items weekly instead of just once or twice a season.

- Megan Wise

Senior Product Manager, Features

Results



The implementation of WFX PLM has yielded numerous benefits for Feetures, significantly enhancing their operational efficiency and enabling a strategic focus on growth.

Post-implementation, WFX PLM has driven notable advantages:

- **Operational Efficiency:** Reduced the time and effort required for documentation and communication.
- **Time Savings:** Streamlined workflows and accelerated production timelines by simplifying information retrieval and tech pack creation.
- **Strategic Focus:** Enabled the team to spend more time on creative work and strategic planning.
- **Accelerated Product Development:** Expedited the creation of new product lines using libraries and duplication features.
- **Improved Collaboration:** Enhanced communication mechanisms fostered better collaboration among team members.
- **Sample Order Efficiency:** BOMs can be copied from previous ones, saving time, and attachments for specs and reports are supported.
- **Transparent Operations:** Increased visibility and transparency facilitated smoother workflow management.

Results

- Operational Efficiency
- Time Savings
- Strategic Focus
- Accelerated Product Development
- Improved Collaboration
- Transparent Operations

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Before WFX, accessing CADs and BoMs was a hassle. We had a makeshift system, and I constantly had to request this information. Now, with WFX, our entire product team can easily access everything we need without bothering anyone. It's our single source of truth, eliminating the need to dig through emails. This ease of access is the biggest advantage and difference I've seen since implementing WFX.

- Megan Wise

Senior Product Manager, Feetures



WFX has improved our efficiency in sending sample requests and receiving them from our factory. Previously, we had to do a lot of prework, which led to delays. Now, with WFX, that process is much more seamless. For instance, we can submit a sample request, and the factory can deliver it by the end of the week.



- Megan Wise

Senior Product Manager, Features



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