



● Customer Success Story

Streamlining Product Development: QUAY's Success with WFX



Increased
Efficiency



Faster Product
Launch



Improved Supplier
Collaboration

About The Brand

📍 USA 👥 200+ 🏢 Sunglasses & Eyewear

Launched in 2004, Quay Australia (pronounced "kee") is a prominent eyewear brand headquartered in San Francisco, California.

- Founded by Linda and Allen Hammond from Australia’s music festival scene, catering to artists and festivalgoers seeking affordable, stylish sunglasses.
- Operates 15+ stores in the US, while retailing across 35+ countries through 2000+ retailers and its online store.
- Stocked by renowned retailers like Nordstrom, Urban Outfitters, Anthropologie, Revolve, ASOS, Dillard’s and more.
- In 2017, Boston investment firm Summit Partners acquired a majority stake in Quay for an undisclosed amount.

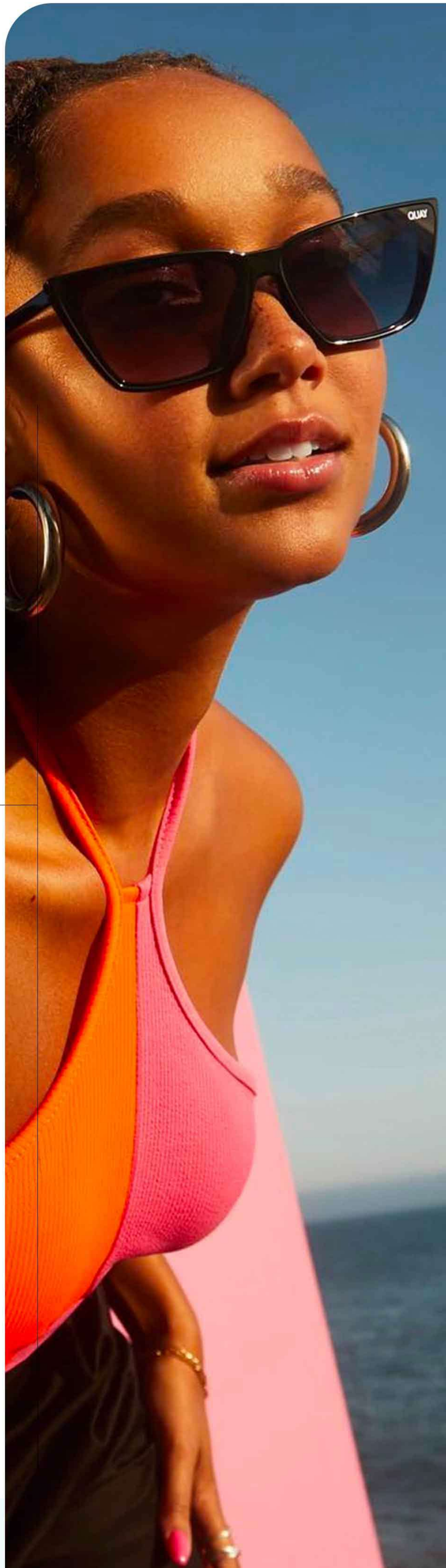
Challenges

With fans like Bella and Gigi Hadid, Vanessa Hudgens and Kylie Jenner, Quay Australia has seen rapid organic growth since its inception. But this fast growth also surfaced a myriad of challenges within their product development.

“ Before WFX, various departments were tracking the go-to-market calendar and the processes supporting it via Excel and email. This created a very disconnected and inefficient system.



- Lekshmi Sudha
Senior Manager of IT Business Systems, Quay



Quay's fast growth presented its own set of challenges:

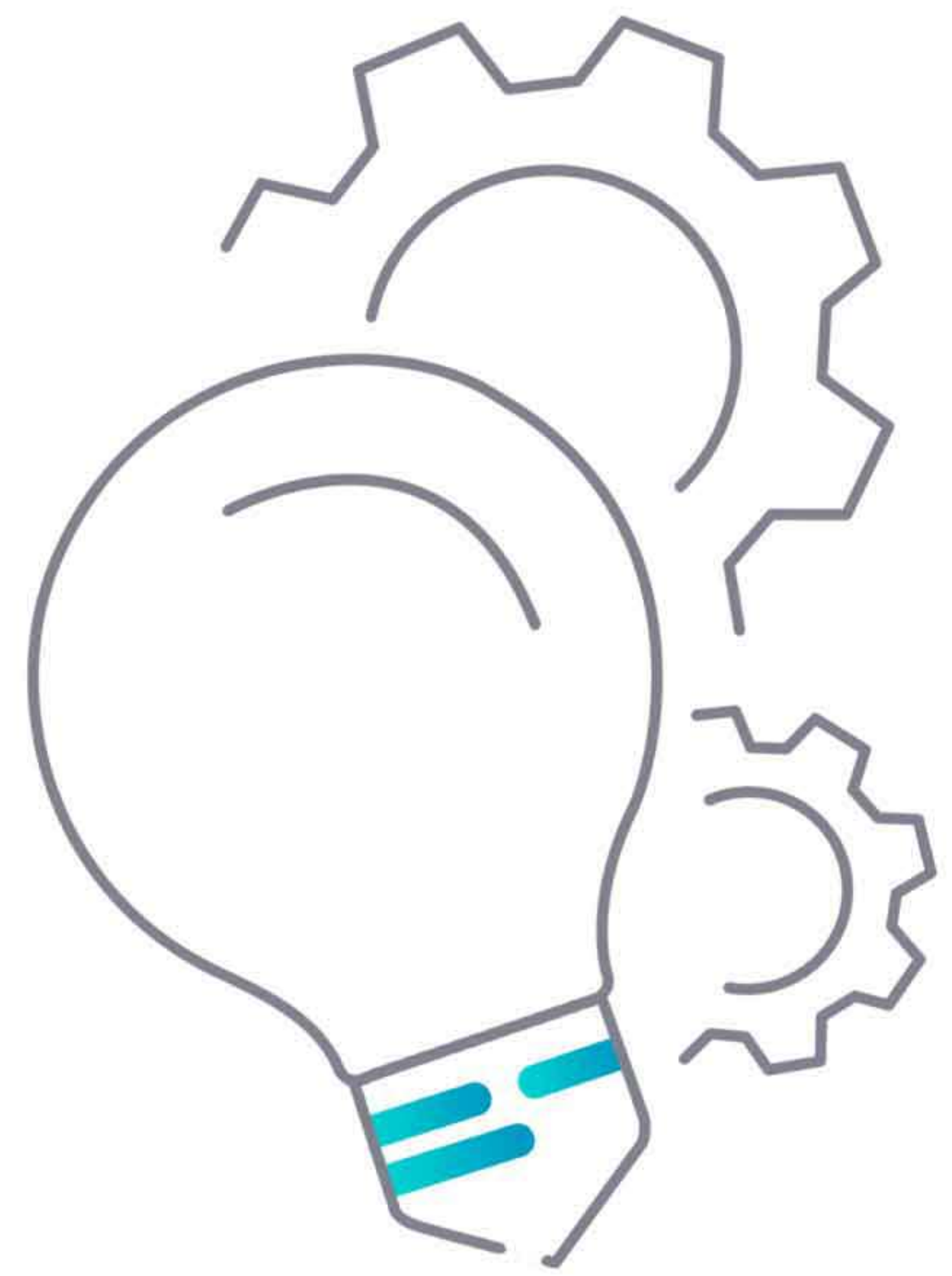
- **Disjointed Tools Usage:** Departments using separate tools like emails and spreadsheets which resulted in lack of synchronization and collaboration.
- **Limited Internal Collaboration:** Disconnected tools meant difficulties in sharing information across teams which hindered efficient cross-departmental communication.
- **Progress Tracking Difficulty:** Lack of a centralized system for project monitoring impaired the team's ability to track timelines of development processes.
- **Expansion Hurdles:** As Quay expanded product lines, new challenges arose. Seasonal trend-based product mix changes complicated workflows as existing inefficiencies slowed market entry.
- **Go-To-Market Issues:** Different departments managed their go-to-market calendar separately and this lack of integration meant no end-to-end visibility and poor coordination.

“ *WFX PLM helped us refine some of our own processes and streamline the product lifecycle and go-to-market strategy by reducing the back and forth with our suppliers.* ”

Solution

WFX PLM's implementation at Quay was led by former WFX users who also had more than 10 years of experience in fashion product design and development. The implementation was smooth and efficient, taking about 3-4 months, at Quay, which has a team of about 200 people.

Quay sought a cloud-based PLM system that required minimal IT involvement and easily integrated with their ERP system to ensure seamless flow of information.



Challenges

- Disjointed Tools Usage
- Limited Internal Collaboration
- Progress Tracking Difficulty
- Expansion Hurdles
- Go-To-Market Issues

Solution

- Centralized System
- Integrated Messaging
- Milestone Tracking
- ERP Integration

“ *WFX allows suppliers to log in and upload or download documents, add comments, annotate design images, discuss iterations, and submit costings.* ”

- Lekshmi Sudha

Senior Manager of IT Business Systems,
Quay

WFX PLM provided them with all of this and more:

- **Centralized System:** WFX gave Quay a centralized hub for all stakeholders enabling streamlined document management and accessibility.
- **Integrated Messaging:** WFX provided in-built messaging inside the PLM which supported efficient communication with suppliers.
- **Milestone Tracking:** WFX allowed accurate milestone tracking enhancing visibility into product development processed and launch progress.
- **ERP Integration:** As the world's only fashion PLM with a Built for NetSuite connector, WFX seamlessly integrated with Quay's NetSuite ERP reducing manual efforts and improving accuracy.

Results

Quay Australia's decision to choose WFX as its PLM solution was driven by WFX's ability to address Quay's specific challenges. Some of the improvements that came from implementing WFX Fashion PLM at Quay include:

- **Centralized System Management:** With centralized system access, WFX has streamlined document management, data sharing and milestone tracking for all teams at Quay.
- **Better Supplier Collaboration:** WFX enabled direct supplier interaction where vendors can easily share, annotate and discuss documents and/or iterations. The in-built collaboration features have reduced the back-and-forth with suppliers.
- **Streamlining of Processes:** WFX facilitated Quay in process optimization by bringing disparate processes together in a coherent system where tasks flowed seamlessly, reducing bottlenecks.
- **Quicker Approval System:** By centralizing all processes, WFX expedited the document approval process and made review stages more transparent, so feedback loops got quicker and more effective.
- **Shortened Time-to-Market:** WFX contributed to faster product development by allowing teams to build upon existing work, complete tasks more quickly with templates and avoid manual tasks.
- **Cost Reduction:** WFX's efficiencies have led to reduced resource expenditure as fewer errors and iterations lowered rework costs, meanwhile optimized processes reduced unnecessary spending.

Results

- Centralized System Management
- Better Supplier Collaboration
- Streamlining of Processes
- Quicker Approval System
- Shortened Time-to-Market
- Cost Reduction
- Enhanced Productivity

“

The built-in ERP connector is a huge time saver. Before WFX, someone had to manually assign Universal Product Codes (UPC) to each adopted product, but now it's all automated within the PLM system.

- Lekshmi Sudha

Senior Manager of IT Business Systems,
Quay



WFX's skilled implementation team not only guided us toward industry standards but also flexibly tailored solutions for us. Their insights have led us to a more thoughtful product lifecycle, enabling improved collaboration and consideration of the different elements that go into developing a new product.



- Lekshmi Sudha

Senior Manager, IT Business Systems, Quay



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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