WFX
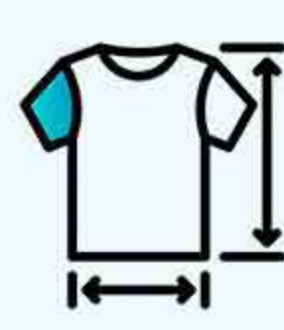
Centralized & Visual: Showpo Streamlines Workflows with WFX PLM

Increased Efficiency

Faster Product Development

Streamlined Tech Packs

Showpo.

About The Brand

📍 Sydney, Australia   👥 140+   🏢 Apparel & Accessories

Founded in 2010, **Showpo** is an Australian social media-led online retailer of women's fashion products.

— Showpo stocks 5,000+ styles on their ecommerce site, with more than 100 new styles launched every week.

— Experienced rapid growth, expanding its product line beyond clothing to include accessories and wedding wear.

— Won the Online Retailer of the Year in Australia award in 2018; official fashion partner of the Netflix-hit Love Island Australia.

— Founder and CEO Jane Lu is a judge on Shark Tank Australia.

Challenges

With over 3 million followers on social media, Showpo is one of the fastest growing online fashion retailers in Australia. With 100+ new styles launched every week, Showpo's product development team was motivated to optimize their processes for both speed and efficiency.

> ❝ We were using a system that wasn't a PLM, so we had quite a lot of shonky data that had to be migrated into WFX which was quite a challenge on our side, but the WFX team was really helpful in supporting that migration.

- Kelly Hunt
Project Lead, Showpo

Showpo's road to efficiency was riddled with some key problems:

- **Visibility of Workflows:** Showpo had 20+ people across design, garment tech and buying and the workflows between these teams had become hard to manage due to low visibility.

- **Scattered Information:** The team was tracking everything on Google Sheets and MS Excel so there was no centralized source of information to see what was happening in the team.

- **Unorganized Tech Packs:** They also needed to streamline and improve the quality of their tech packs and measurement charts to make style creation easier.

- **Outdated System:** The team was using a mix of spreadsheets and an old system that wasn't suitable for product development processes.
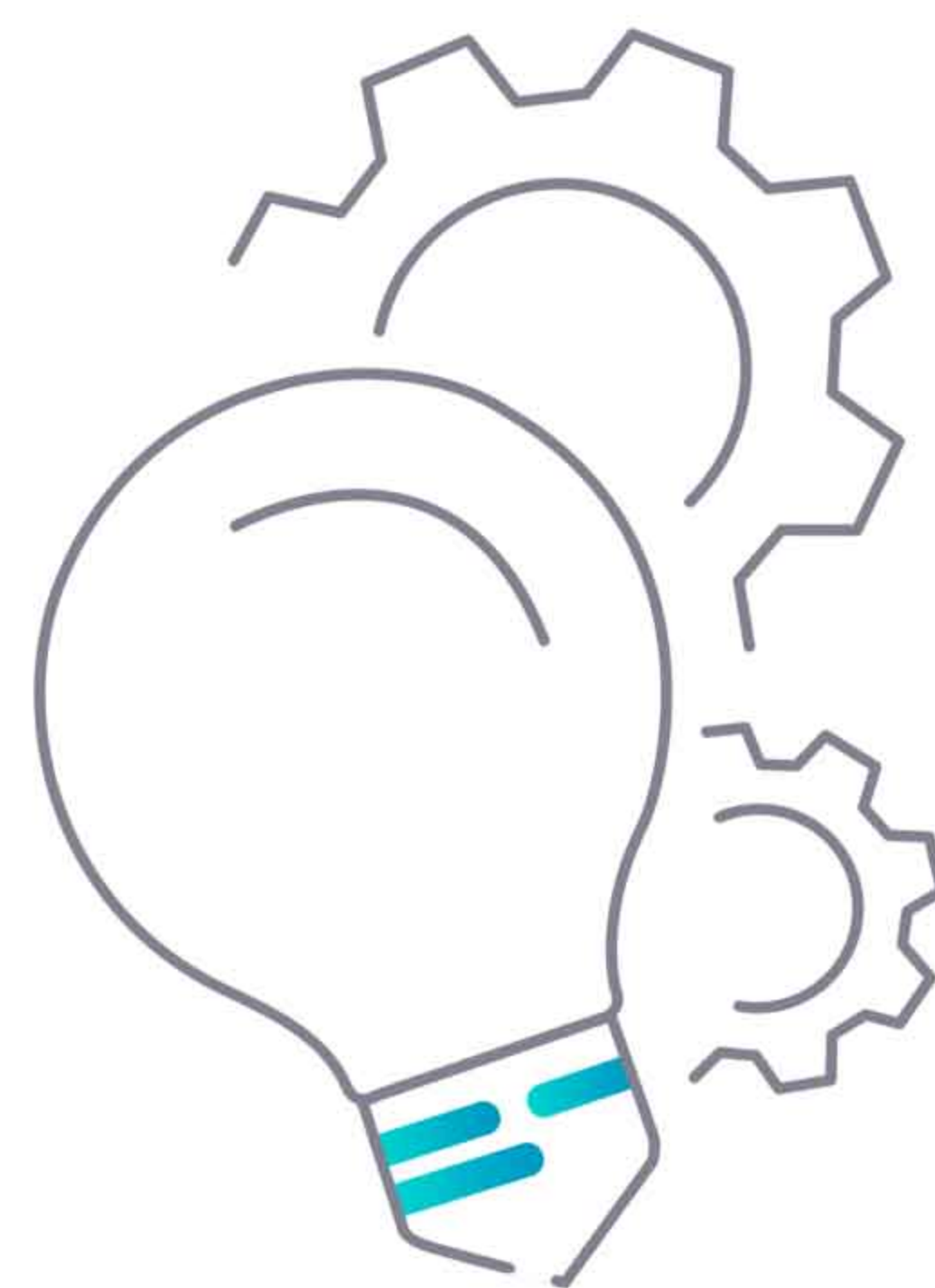
> " *We wanted something that heavily focused on the product development side of things. WFX had everything we needed for tech packs, measurement charts, fabric etc. WFX PLM is also more on the creative and visual side of things than the traditional PLM.*

Challenges

- Visibility of Workflows
- Scattered Informations
- Unorganized Tech Packs
- Outdated System

Solution

- Streamlined Tech Pack
- Simplified Pricing
- SKU Codes
- Critical Path Management
- Sample Request System
- Bill of Materials
- Purchase Orders

Solution ⊙

Implementing a PLM solution during the pandemic is no easy feat but Showpo and WFX made it work, going from strength to strength as a team, to roll-out the solution in a phased manner. In fact, in the past twelve months, Showpo has added several modules to flesh out how they use the system to ensure that they're using it fit for purpose.

Here's how Showpo is using WFX PLM:

- **Streamlined Tech Pack:** On top of the standardization with the Tech Pack module, Showpo also uses custom attributes and has made certain fields mandatory to streamline their Tech Packs.

- **Simplified Pricing:** WFX helped configure the Pricing Module to work in line with how Showpo works out their prices so that there's no work duplication.

> " *The PLM roll-out was straightforward and the config has been really easy to adopt. The team is fantastic in answering our queries and giving us lots of good suggestions on how to use the system and what to set up.*
>
> **- Kelly Hunt**
> Project Lead, Showpo

- **SKU Codes:** The coding system for item SKUs and Supplier SKUs has also been aligned with Showpo's own system to make information seamless.

- **Critical Path Management:** Showpo also uses unique attributes for critical path tracking to view information in some specific ways and get custom reports.

- **Sample Request System:** WFX has also built an enhanced sample request module to manage sample orders/sample requests as per their system.

- **Bill of Materials:** Showpo also recently added the WFX BoM module to track material orders making WFX PLM an end-to-end centralized hub for all processes.

- **Purchase Orders:** Showpo's Production & Buying teams use WFX's customized purchase order (PO) format extensively for buying and raising POs.

Results
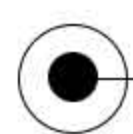
Showpo chose WFX PLM because it was the right fit for their needs and the WFX team was the right partner for their digitalization journey. Some of the process improvements that Showpo has observed from the implementation of WFX include:

- **Increased Transparency:** WFX PLM significantly boosted visibility across Showpo's product development workflows enabling real-time collaboration and communication.

- **Reduced Redundancy:** Centralizing information and standardizing tech pack creation eliminated process redundancies, reducing errors, and ensuring up-to-date information accessibility.

- **Supplier Collaboration:** Moving suppliers to the WFX Vendor Portal has enhanced supplier collaboration, improved production processes and strengthened relationships.

- **Better Data:** A centralized repository for accurate product-related data, along with custom reports and data trend analysis, improved strategic planning.

- **Sustainability Push:** By tracking material orders through WFX's BoM module, Showpo has increased visibility into the supply chain to enable responsible decision-making.

- **Visual Interface:** The intuitive visual interface transformed interaction with product development processes, improving user engagement and adoption for maximum efficiency.

HIGHLIGHTS

Results

- Increased Transparency
- Reduced Redundancy
- Supplied Collaboration
- Better Data
- Sustainability Push
- Visual Interface

> "
> *I love WFX's openness to feedback and their efforts to understand our workflow better. They're great at making adjustments to the system based on our needs. What's even better is that they sometimes come back and teach us how to use it more effectively. I've learned a lot just by working with them.*

- Kelly Hunt
Project Lead, Showpo

" WFX is visual, user friendly and really quick to grasp. It's easy to train new team members because they can just navigate between it and find what they need to find. You can't really break anything, which is helpful, especially when you have lots of new team members and suppliers in the same system as we did.

- Kelly Hunt
Project Lead, Showpo

WFX
World Fashion Exchange

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