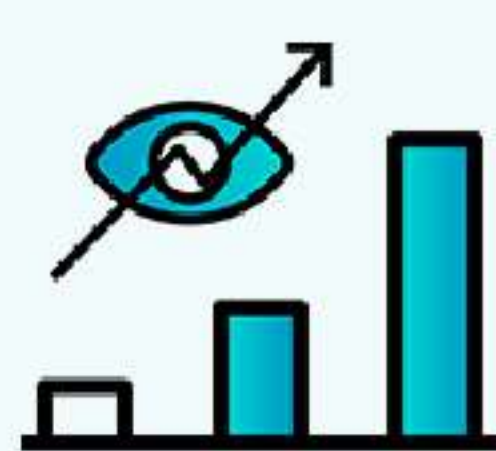




● Customer Success Story

How Vermont Teddy Bear Uses WFX PLM To Strengthen Vendor Relationships



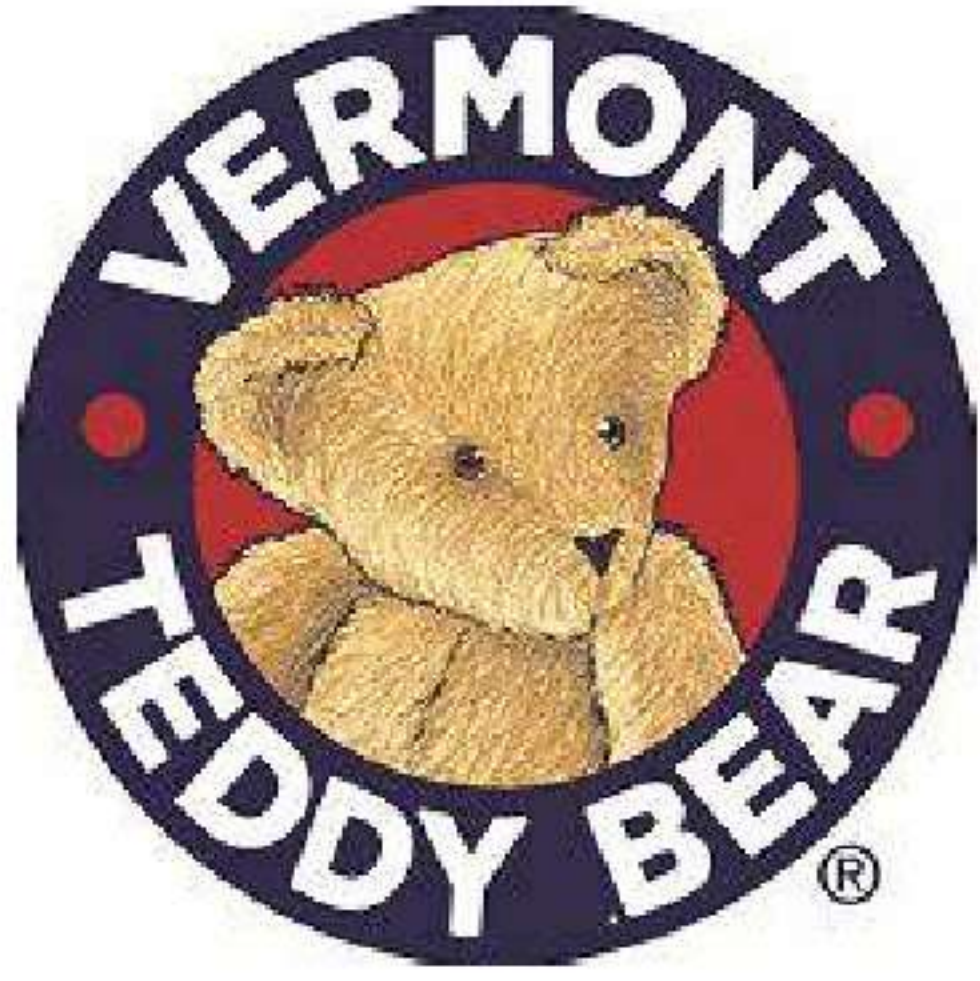
Increased
Visibility



Easier Vendor
Collaboration



Faster Product
Development



About The Brand

 Vermont, USA  160+  Toys & Sleepwear

Vermont Teddy Bear (VTB), established in 1981, is one of the largest producers of teddy bears and the largest seller of teddy bears by mail order and online retail.

- VTB handcrafts each of its teddy bears and produces almost 500,000 teddy bears each year.
- VTB pioneered the concept of personalized mail order teddy bears with custom outfits, names, and messages.
- Apart from bears, VTB also offers sleepwear and apparel through sister brands like Pajamagram, Pajamajean, and The 1 For U.
- The VTB Factory in Shelburne is a popular tourist destination hosting over 50,000 visitors every year.

Challenges

Managing the various aspects of product development for multiple brands posed significant hurdles for Vermont Teddy Bear. Prior to integrating WFX PLM, VTB struggled with disjointed workflows and a lack of centralized information.





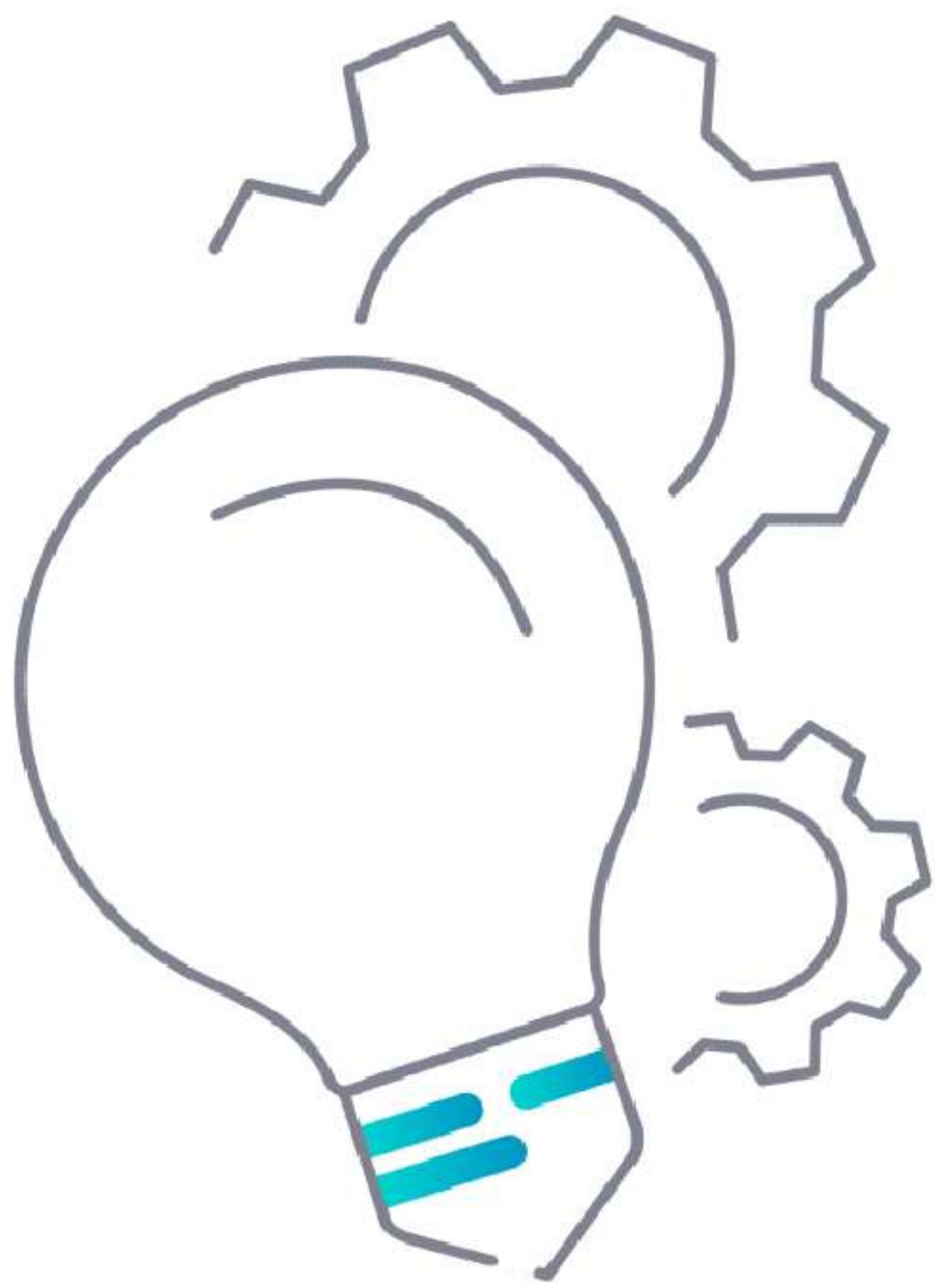
Before WFX, we managed everything in spreadsheets. There was no way to bring together product development and sourcing. It was frustrating for our vendors. We were talking about our products in 3 to 4 different coding structures... there was no source of truth of what exactly that product is.”



Matthew Mole
VP - Global Sourcing and Product Development,
Vermont Teddy Bear

Some of the challenges VTB encountered included:

- **No Centralized Repository:** VTB managed their operations using spreadsheets, lacking a central database of product information, which led to inefficiencies and confusion.
- **No Cloud PLM:** Their previous solution was not cloud-based, hindering collaboration with suppliers and requiring time-consuming processes to share data via FTP sites.
- **Inconsistent Coding Structure:** VTB struggled with multiple coding structures across departments, leading to confusion and lack of a singular source of truth for product data.
- **Communication Hurdles:** Sharing tech packs via FTP sites was a wonky and frustrating process, especially with international vendors.
- **Data Silos:** Without a unified platform, data was fragmented, causing version control issues and difficulty in tracking changes across different stages of product development.



Challenges

- No Centralized Repository
- No Cloud PLM
- Inconsistent Coding Structure
- Communication Hurdles
- Data Silos



The WFX implementation was quite extensive for us because it involved establishing a company-wide process for coding our products and their structure... The WFX team began uncovering layers we hadn't previously considered, and these discussions led us to establish coding structures and frameworks, particularly in terms of integrating with NetSuite.

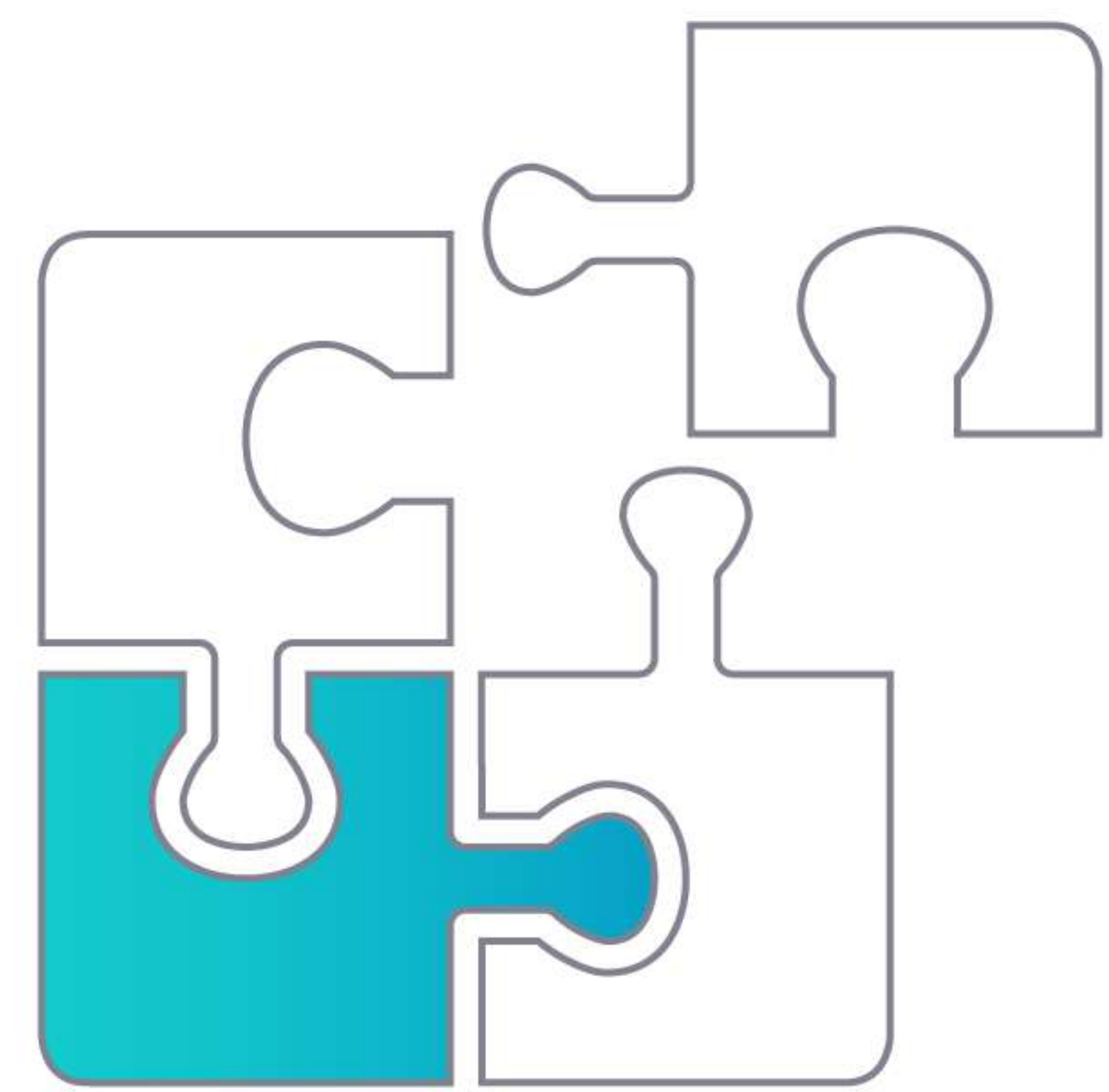
Angela Lavalla
Director of Product Development,
Vermont Teddy Bear

Solution

WFX PLM emerged as a transformative solution tailored to VTB's diverse and specific needs. The WFX platform provided VTB with a comprehensive and adaptable system that centralized their operations as well as connected their suppliers on the same platform.

Here's how WFX addressed VTB's challenges by providing a tailored solution:

- **Tailored System:** WFX configured their PLM system to cater to the unique needs of VTB's diverse product lines, ensuring efficiency and organizational cohesion.
- **Unified Coding Structure:** The implementation established a company-wide coding structure, becoming the foundation for streamlined processes and a singular source of truth for product information.
- **Holistic Approach:** WFX engaged various stakeholders to address different layers of complexity, ensuring comprehensive solutions beyond technical repositories.
- **Customizable Workflows:** WFX PLM's adaptability allowed for tailored workflows, optimizing processes for both the bear and apparel lines.
- **Future-Proof Framework:** Discussions during the implementation process extended to future expansion plans, pushing VTB to establish adaptable coding structures for anticipated growth.



Solution

- Tailored System
- Unified Coding Structure
- Holistic Approach
- Customizable Workflows
- Future-Proof Framework

“
WFX has become the foundation for everything at VTB—not just for storing tech packs but as the starting point for designing new products, ordering, and market launches. It’s our only source of truth.

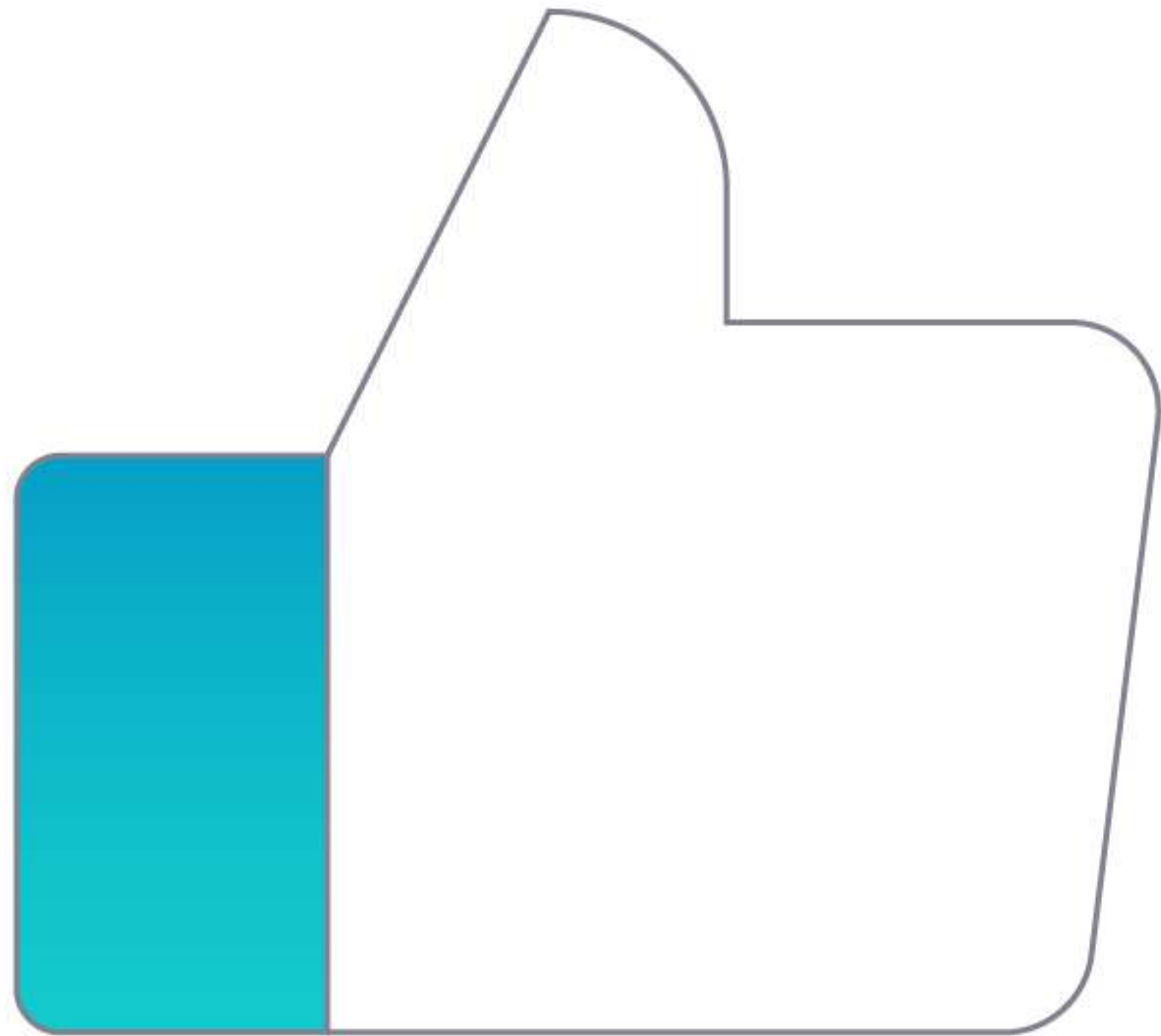
- Angela Lavalla
Director of Product Development,
Vermont Teddy Bear

Results

After the successful integration of WFX PLM, Vermont Teddy Bear experienced a transformation in their operational landscape and experiencing benefits throughout their organization.

Some of the benefits that VTB has gained from using WFX PLM include:

- **Faster Tech Packs:** WFX slashed the time required to craft a tech pack from 45-60 minutes down to a mere 10-15 minutes for a completely new style.
- **Streamlined Vendor Approvals:** Utilizing WFX for approvals significantly reduced inbox clutter by consolidating communication, increasing trust and confidence with vendors.
- **Centralized Product Codes:** WFX became the genesis for product coding, serving as the definitive source for all discussions, from product inception to final packaging, ensuring consistency.
- **Seamless Vendor Collaboration:** Granting vendors direct access to the system streamlined changes, eliminating the need for separate notifications, significantly boosting operational efficiency.
- **Ease of Organization:** WFX's BOM features have simplified tasks and facilitated brand restructuring efforts, such as logo updates, seamlessly.
- **Cloud-based Accessibility:** The system's cloud-based nature ensured universal accessibility, while its user-friendly interface facilitated easy onboarding for vendors across languages and technical proficiencies.
- **Controlled Visibility for Vendors:** VTB praised WFX for enabling controlled product visibility, offering ease in making products visible or removing them from vendors' systems, ensuring transparency and live updates.
- **Increased Trust and Accountability:** Vendors can rely on WFX as the source of the current live version of tech packs, while the version tracking feature ensures accountability with detailed history logs.



Results

- Faster Tech Packs
- Streamlined Vendor Approvals
- Centralized Product Codes
- Seamless Vendor Collaboration
- Ease of Organization
- Cloud-based Accessibility
- Controlled Visibility for Vendors
- Increased Trust and Accountability

“

I can confidently say that we would not be growing as much as we have and would not be able to grow further without WFX. WFX's digital tech packs, cloud-based accessibility, bulk upload, and vendor-friendly onboarding have been game-changers, fostering trust and accountability across the board.

Angela Lavalla

Director of Product Development,
Vermont Teddy Bear



WFX's usability across languages and even different computer knowledge levels was a positive surprise. Onboarding suppliers onto WFX has been very little work for us. We haven't had a single supplier say they don't understand the system or that they don't know how to use it. And having a system that the vendors can get into has been a massive efficiency booster for us."



Matthew Mole

VP - Global Sourcing and Product Development,
Vermont Teddy Bear



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