

Crossline cuts
supply chain
lead times by
25% with WFX

CROSSLINE



www.wfxcloud.com



ABOUT CROSSLINE

Crossline is a sixteen-year old garment maker, with a production base in Bangladesh, China and Pakistan and commercial offices in France, Germany, and Spain. It provides apparel sourcing for circular knit, flat knit, and woven fabrics.

Promod, Okaïdi, Camaïeu, Tape à l'œil (TAO), Happychic, Sfera, Zara (Inditex) are some of the fashion brands among its 40+ customers across Europe. It ships 20 million garments a year across 3,000 styles. To understand global market needs, Crossline nurtures a multi-ethnic and multi-cultural team of 300 garment technologists, designers, merchandisers, quality controllers, pattern makers and production managers.

Even more than a garment maker, Crossline offers a wide range of services to its customer going from directly handling relationships with factories to providing inputs to the garment making process to add value in quality, design and raw material sourcing.

Key Facts

- **Offices:** Bangladesh, France, Germany, Spain
- **Garments produced:** 20 million per year
- **Styles per year:** 3,000
- **Employees:** 300
- **Number of customers:** 40

CROSSLINE'S SUPPLY CHAIN CHALLENGES

Complex and time-constrained - these two words aptly describe the supply chain characteristics at Crossline.

Despite Crossline's use of Sage ERP, its everyday operations were still mostly manual. The team used multiple excel sheets, data was not centralized and there was no way for teams to easily find information and track timelines across departments or business units.

With limited data integration, teams across offices ended up duplicating information in the system for their respective tasks. With disconnected data and a constant time crunch, Standard Operating Procedures were seldom followed. Poor visibility and absence of a single source of truth across teams resulted in errors across the supply chain and in some cases, even lead to excess payments to suppliers.

Lack of systems and processes meant cutting corners and this jeopardized its ability to command fair service from suppliers and offer a superior customer experience.

Crossline needed a technological solution to help manage its complex fashion supply chain operations.



SUPPLY CHAIN AUTOMATION WITH WFX

After evaluating various fashion technology providers, Crossline chose WFX for its deep understanding of the fashion vertical, its end-to-end cloud solution and smart integration engine. WFX implemented its cloud-based supply chain solution in three phases. Initially, WFX consultants studied Crossline's existing processes to identify gaps and areas of improvement. Then the WFX solution was configured according to Crossline's needs and business goals. Finally, after integration with other back-office systems and in-depth user-training, Crossline went live with WFX. Crossline chose WFX for its deep understanding of the fashion vertical, its end-to-end cloud solution and integration engine.

ROI WITH WFX

Today at Crossline, time and resources are better utilized.

With WFX SCM, Crossline has found a one-stop-shop to manage its fashion supply chain – from products, sample development, procurement, quality, inventory and finances. It collaborates with all its customers and vendors on the cloud. Everyone from its global offices now has access to information and reports they need instantly.

Through WFX's Time-and-Action dashboard, each business lead visually tracks customer delivery schedules and alerts suppliers proactively. Senior management can easily forecast profitability and cashflows by region, vendor, customer, department etc.

Key transactions are automated eliminating errors and reliance on manual entries. Payments and finances are tightly controlled with an improvement in bottom-line. Overall, WFX has enhanced Crossline's organization-wide operations and improved information management efficiency by a whopping 25%.

Key transactions are also automated eliminating errors and reliance on manual data entry. For example, once a customer purchase order is created, various related documents are automatically generated such as Customer Proforma Invoice, Supplier Order as well as Letter of Credits. Furthermore, customer and supplier invoices are auto generated when a shipment is created. These invoices are then routed to the finance team for payments depending on payment terms. Any outstanding advances are auto-adjusted ,any claims/debit notes highlighted before payments are made. An integrated time & action calendar automatically updates activities as key transactions happen keeping Crossline, its customers and vendors on the same page. Using technology, Crossline's business runs better and its able to service all its customers more effectively, both big and small.

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Martin Buffet, Key Account Manager, Crossline adds, "Earlier, each business unit was following its own process, and back office teams found it difficult to reconcile information. WFX has provided a common language and framework for everyone, flexible enough to meet all our buyer requirements and our back office operations are smoother than ever."

Overall, WFX has increased the level of accuracy in Crossline's organization-wide operations and information management efficiency by a whopping 25%.

Yet, this is only the beginning of a better way of doing things for Crossline.

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Learn more about
WFX at wfxcloud.com

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