

Song Hong
increases Sample
hit rate by 20%
using WFX



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ABOUT SONG HONG

Established in 1988, Song Hong is a leading manufacturer of garments, bedding, and home textiles in Vietnam. Publicly listed on the Ho Chi Minh Stock Exchange, Song Hong Garment Joint Stock Company currently operates 20 factories with its headquarters in Nam Dinh Province.

The company's annual turnover is around \$200 million with its biggest customers in Europe, USA, Canada and Japan. Song Hong's workshops can produce 14 million items per month, giving them a strong advantage over other manufacturers when it comes to production capacity and efficiency.

Their global team of over 11,000 employees consists of experts who've become trusted partners of many large brands around the world including Nike, Levi's, Calvin Klein, Tommy Hilfiger, DKNY, Karl Lagerfeld, Gap and more. They work alongside their offices in Korea as well as teams in Vietnam to create high-quality fashion products. Meanwhile, Song Hong's strategic location makes it easy for them to access both airports and seaports for shipment of goods around the world.

SONG HONG'S GROWTH CHALLENGES

Song Hong was facing serious hurdles with their supply chain, which was hurting their growth. They were using manual systems to track production and had little visibility to how their product moved throughout the supply chain. One of their biggest challenges was keeping track of all the samples they developed for each buyer.

With little to no access to actionable data, Song Hong found it hard to understand where they could make improvements. They wanted a way to measure their performance against key competitors.

These manual processes and lack of standardization made it increasingly difficult to manage business as they grew in size. With additional expansion, the decentralized nature of the business made collaboration between teams a huge challenge.

It got harder to get visibility of all processes and bottlenecks. For instance, teams had to use multiple tools and communication platforms to track and manage sample development. They were in dire need of a way to streamline and centralize processes to track samples as well as see patterns and trends through data.

Because these challenges were limiting Song Hong's growth—due to decreased efficiency and lack of real-time data—they decided they needed a solution that would help them gain better visibility into their operations and create consistency in operations across the business.



FINDING THE PERFECT PARTNER IN WFX PLM

When choosing a PLM for their manufacturing units, Song Hong's biggest priority was maximizing output while minimizing disruption to their workflow. They wanted someone with expertise in the garment manufacturing domain and a lot of industry experience in that sector and they had heard about WFX's capabilities from one of their suppliers.

As one of the first to build a cloud-based PLM solution for the fashion industry and hundreds of fashion manufacturing customers, WFX seemed like a natural fit for their business.

In WFX, the Song Hong team found a compatible team of subject matter experts who deeply understood their requirements. Everything from a hands-on implementation team to comprehensive training programs, WFX ensured that Song Hong was able to drive high ROI from the PLM.

The other two big requirements of the company were flexible integration, and advanced reporting and analytics. WFX's PLM software provides standard as well as custom integration using APIs making it easy for companies to integrate WFX with their existing systems. For analytics, the customizable visual dashboards and business intelligence reports enabled Song Hong to drive actionable decisions from data. From pre-built, industry-specific reports to custom reports, the PLM is designed to collect and analyze every data at every stage of the fashion life-cycle. After evaluating multiple vendors, WFX PLM was selected.

“During the implementation process, we felt like we were working with experts in the garment manufacturing domain who understood exactly what we needed from their software.”

SOLVING SAMPLING WITH WFX

Before Song Hong switched to WFX, every department had its own system to track different aspects of production which made collaboration between teams challenging.

Sample development was one of the biggest impediments to the company's growth. They wanted a system that could help them track every sample developed for each buyer, along with any changes and iterations. WFX PLM's Sample Feedbacks & Approvals tool was implemented to solve that problem.

Today, WFX enables Song Hong to view, track and analyze metrics for any sample in development in seconds! Not surprisingly, the Song Hong team increased productivity and output by 4% in just 9 months of implementation of WFX.

WFX's analytics helps Song Hong keep track of the sample hit rate so the team knows exactly what kind of products are selling well and converting to orders. When they need more information about a particular client or product line, WFX makes it easy to pull up old data and reuse it to access future orders—saving even more time and money.

THE INTERNAL TEAM'S REACTION TO WFX SOLUTION

The Song Hong team says, 'WFX PLM is the best fit for executing and digitizing tasks.' It has been a great help to keep all information centralized, improve workflow transparency and eliminate entering the same information multiple times by different people.

RESULTS ACHIEVED:



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WFX has truly streamlined the entire production workflow at Song Hong. The features that have impressed me the most are: open-ended integrations (I love being able to access everything I need from a single platform), analytics and auto-generated reports (They help me spot trends in my data and track what's going on with each project in real-time), and reusability of information for future orders and executions (I can learn from past hiccups and predict bottlenecks before they arise).

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- Mr. Bui Viet Quang
CEO