WELCOME TO OUR REFERENCE PACK

AT WHICHPLM, WE DON'T JUST WRITE ABOUT THE INDUSTRY; WE LIVE IT. DAY IN AND DAY OUT.

Since 2008, WhichPLM has established a name for itself by adhering strictly to our founding principles: we are impartial, we offer the most insightful range of content, and we make it our goal to open channels of communication between customers and suppliers, educating both in the process.

But that education goes beyond articles, reviews, and insight - as vital as those are to our army of long-standing readers and the hundreds of new audience members who arrive at WhichPLM each week. Since our foundation, we have also worked in the boardrooms, design rooms, and international satellite offices of some of the world’s biggest and best-known brands and retailers.

Whether they produce a beautiful, boutique product line, or find themselves at the head of a multinational corporation - selling everything from apparel to accessories - those retailers and brands have turned to WhichPLM to help them make sense of a crowded marketplace.

Because at WhichPLM, we don’t just write about the industry; we live it. Day in and day out.

Today, more than forty different software vendors cater specifically for the needs of retail, footwear and apparel.

Needless to say, navigating that marketplace can be a paralyzing prospect, and that’s before you even begin to consider the kind of time, effort, introspection and financial outlay that goes into a typical PLM shortlisting, selection and implementation project.

The main face of WhichPLM - our online magazine and annual downloadable publication - has always been intended to educate and inform people who, like yourselves, may be struggling to make sense of their own internal processes as much as they are the software landscape.

No less vital to the growth of WhichPLM, though, has been our direct involvement in helping numerous companies find their way to understanding, efficiency and, ultimately, profitability through informed investments in technology.

This brochure is intended as an overview of why businesses, time and time again, put their faith in us.

MORE THAN JUST AN ONLINE MAGAZINE, THE EXPERTS BEHIND WHICHPLM HAVE COLLECTIVELY AMASSED DECADES’ WORTH OF EXPERIENCE IN THE KIND OF EXPERT-LEVEL EDUCATION, INTROSPECTION, ANALYSIS AND COMMUNICATION THAT LEAD TO SUCCESSFUL PLM IMPLEMENTATIONS. AND, BEING VENDOR AGNOSTIC, WE’VE ALSO HELPED COMPANIES AROUND THE WORLD FIND THE RIGHT SOLUTION FOR THEM.
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TESTIMONIALS & REFERENCES
JEAN RAYMOND, COO

“The Atlas Design Group is a Swedish company within the apparel industry operating in the Nordic countries, UK and Germany. Our business areas are private-label, own brand and licenses.

The group is growing quite rapidly, both in turnover and operations, and we felt the need to adapt, update and modernize the support for product development.

Our ambition is to provide a process-oriented environment in all phases of the product development process and structured use and storage of data.

We were primarily interested in an independent and unbiased opinion of what kind of system support was relevant for the group and the status and maturity of our existing business processes.

We came across WhichPLM during evaluation of possible suppliers. WhichPLM made a solid presentation of their area of expertise supported by their various publications in various media on the subject of PLM and the apparel industry in general.

Their work consisted of an assessment and evaluation of the Atlas Design Group’s current position and business opportunities in order of priority. WhichPLM conducted workshops and interviews with relevant personnel.

In addition WhichPLM presented a ROI report which highlighted key areas of improvement, increased efficiency and added functionality translated into financial terms based on introduction of PLM.

We decided subsequently, based on performed work, report and references, to engage WhichPLM as consultants in the implementation of Lawson PLM.

We appreciate WhichPLM’s extensive knowledge and experience of both the apparel industry and PLM. Mark Harrop and his team have proved to be a reliable and highly skilled partner in developing an adequate and suitable solution for the Atlas Design Group.”

PHIL EMMERSON, HEAD OF OPERATIONS

“Americana International Ltd, the owner of the Bench brand, has recently undergone an awareness and software selection process for a PLM system.

To facilitate this process we have used the services of Mark Harrop and some of his team at WhichPLM. Mark conducted a very thorough review of all the software options available to us and co-ordinated the presentations from six preferred suppliers to a selection committee from our company. He also conducted a number of presentations to relevant stakeholders demonstrating the benefits and return on investment that can be achieved.

On a personal note I have worked with Mark on 3 previous projects and have known him for some 15 years. He is an extremely knowledgeable and valuable asset to any PLM project and a great catalyst to enable implementation and ‘mind-set’ to facilitate change.”

PAUL MASTERS, CFO

“From a Board level perspective, through Mark’s style of presentation and explanation, we have been able to quickly grasp the concept, merits and implications of introducing a PLM system to the organisation.

Mark has shown himself to be equally at home guiding senior management within the organisation as he is with the user community. I would have no hesitation in recommending him to any prospective organisation looking to introduce PLM.”

ATLAS DESIGN

(www.atlasdesigngroup.com)

(www.americana-international.com)
MATTIA SANGIORGIO, IT PROJECT MANAGER

I worked with Mark and the WhichPLM team during the selection of a new PLM solution for Benetton MyStyle, the best project ever – my role was IT project manager and we were evaluating different products to substitute our custom solution.

I’m pleased to say that WhichPLM are very competent in PDM and PLM, they know very well the typical processes of an Apparel company and how a PLM solution can offer significant improvement. Their experience is very broad and I was surprised with Mark’s knowledge of both manufacturing and the sourcing processes and of managing a collection of hundreds of styles with the complexity of multiple brands, colorways, sizes, markets and specifications.

WhichPLM’s knowledge of actual PLM solutions from many suppliers is also very deep: they can help identify the most important drivers for choosing the best solution for a company. And I especially appreciated Mark’s ability in communicating with us, understanding our requirements and explaining their proposals, overcoming linguistic problems.”

TANYA FRASER, PROJECT MANAGER

“Black Milk Clothing is an online retailer and a manufacturer, so we cover a lot of the supply chain within our business. We were looking at our options for improving our general business management, stock management and manufacturing processes through good software.

I would have been lost without WhichPLM to guide me through the multitude of solutions out there. There are dozens of companies, all proferring differing solutions (best of breed, Enterprise systems etc) and all promising that they could solve our problems.

WhichPLM provided a short cut to a shortlist and I couldn’t be more grateful. Thanks to them I was able to reduce our options to a realistic shortlist, with a good guide on what I should expect to get from the software.”

SCOT KLOCKE, SENIOR IT MANAGER

“I would like to take the opportunity to offer a formal recommendation for Mark Harrop and his outstanding team at WhichPLM. As the Senior IT Manager of Go-To-Market Applications at Columbia Sportswear, I have had direct responsibility for the global, enterprise-wide applications that support our Sales, Marketing, and Product Creation departments of this 1.7 billion Apparel and Footwear corporation.

With roughly 1.000 users of our existing Matrix One product development management (PDM/PLM) system, and thousands of styles/colors developed in this system, it is critical that we have a stable, scalable, and sustainable solution, as well as a vision for the future. I am happy to report that Mark and his team have been instrumental in assessing both our existing systems and future needs of our complex global enterprise surrounding the vast product lifecycle management process for multiple brands, regions, and product types.

Having been a very early adopter of the Matrix One product development management (PDM) system in 2001/2002, Columbia Sportswear utilized the Matrix One framework to build a custom Apparel and Footwear solution in conjunction with Enovia Systems (now Dassault). As the gap grew between Columbia’s customized AFS PDM system and the industry PLM off-the-shelf systems, we looked to WhichPLM to conduct a detailed assessment of how we stacked up against current and future planned industry offerings.

I can say with great assurance that the proposed study was a daunting task when considering the vast expanse of the existing PDM system that had been custom built over the previous 12 years. I can also say that Mark and his team were more than up to the challenge and have delivered an incredibly comprehensive and insightful into our existing limitations as well as our future opportunities.

After detailed research and analysis, WhichPLM was able to produce a comprehensive view that will serve as the starting point and executive justification behind a roadmap for future success in the development and commercialization of innovative and profitable styles that will promote customer loyalty and corporate growth.”

GRESVIG

FREDRIK ANDERSON, SOURCING MANAGER

“I have known Mark and the WhichPLM team since we started out on our PLM search back in 2007.

Initially, we got to know the WhichPLM business from their PDM & WhichPLM websites. Since meeting the PDM team, I can confirm that the WhichPLM team have a very deep understanding of the Apparel & Retail market and of the PLM suppliers that serve the industry, to the extent that they continually carry out evaluations of PLM suppliers’ software.

Once we decided to select our PLM vendor we decided to use the services of WhichPLM to help implement the solution based on their extensive experience, shown during earlier meetings with the Voice business process experts and more recently during the implementation. The WhichPLM team worked with Voice to help design the implementation plan linked to key milestones deliverables.

We started the implementation project in February 2009 and pleased to say with the help of the WhichPLM team, in guiding and helping to define the best practice implementation approach, we were able to go live with the solution one month ahead of plan and are now starting to enjoy the benefits of the PLM solution including Product manager, Storyboard and Sourcing module.

Currently, we are working with implementation of the Workflow module. And after being through many different implementations in Voice, I am very proud to say that we managed this together with WhichPLM to be able to go live with a standard version! Due to the deep understanding of our business processes that WhichPLM has, we have together been able to reach this.

I would be happy to recommend the WhichPLM team to help companies like yours to find the best possible PLM solution available and to help you business to help implement your chosen PLM solution based on the fact that they have and do continue to deliver against the agreed project plan on time and to budget.”
NOEMI MOLTO, PLM PROJECT DIRECTOR

“Mark Harrop, as a PLM expert, can give an objective and based-experience feedback of each of the PLM solutions available in the market.

His experience and knowledge can be really helpful. His really objective feedback, doing a wide benchmark on all possible solutions can help a lot in order to get to the last short list on a PLM selection project.

His knowledge of all strengths and weaknesses of all the different PLM solutions and his ability to match them with the specific business needs can make the selection project more structured and consistent.

Also, he has some specific, very useful and simple tools to help you to evaluate all different PLM solutions from both technical and functional sides.

As per his wide experience, he can also help on getting to the list of key customers you may want to visit at a benchmark. This is really helpful for doing a kind of pre-test on a real production environment, before starting the project and engaging with any PLM software company.

I would specifically emphasize on his knowledge, experience and objectiveness on the PLM world.”

SHARON UMBACH, SENIOR BUSINESS SYSTEMS ANALYST

“I have had the pleasure of working with Mark Harrop on a recent and on-going project assignment. MEC hired Mark on a consultant basis to assist with our PLM Vendor Selection Process. Mark was selected for his vast knowledge and experience in the apparel industry, with PLM technology and with PLM supplier research and market landscape analysis. It is uncommon to find these qualities in one person which makes Mark such a unique and valuable commodity.

Mark has made an invaluable contribution to the success of our project to date. We are novices on the subject of PLM and Mark bridged the gap between us and the PLM suppliers. With Mark’s presence, they were definitely careful not to oversell their solutions. Another contribution Mark made was to educate our team about PLM and provide background information on each of the suppliers which allowed everyone to be more informed and effective during the supplier demonstrations.

We have very nearly narrowed our supplier selection down to two finalists. I feel very comfortable in our decision and would not have the same confidence if we hadn’t had Mark supporting us along the way. I highly recommend Mark Harrop for any PLM related consultancy engagement.”
DONALD BROWNE, PRODUCTION DIRECTOR

As the Production Director at Ted Baker I am always looking to make our processes more efficient, and through reading many articles I believed we needed a PLM system.

In my quest to find the right one we sat through many presentations ending up more confused than when we started.

It was at this point we were introduced to Mark Harrop as ‘the man who knows everything about PLM systems.’ We asked Mark if he could offer us any advice and he kindly agreed to spend the day with us. That was one of the most interesting and fruitful days I have spent in my many years in the business.

Mark led us gently into the world of PLM, history through present and into the future. He was incredibly informative, made it extremely interesting and left us with a far better understanding of what it does and what to look for. Following the day at Ted, Mark sent some essential guides and reports on software, systems and implementers and introduced us to an invaluable educational and reference tool - WhichPLM.

Mark Harrop is by far the most knowledgeable person on PLM systems I have ever met. He is honest, passionate and sincere and I would not hesitate to recommend his services.

ANNEKE MAGENDANS, INFORMATION ANALYST

Although I was not personally involved in selecting the right Product Lifecycle Management solution for Veldhoven International, I have worked very closely with Mark Harrop and the WhichPLM team for the past six months implementing the chosen solution.

During this time, I have experienced their capability in making the solution fit our company’s needs and requirements based on best practices. This made it clear to me that Mark and his team has thorough knowledge and understanding of the apparel industry.

This knowledge, combined with their experience, enabled them to very quickly map out the ‘AS-IS’ situation. They just asked the right questions and never took anything for granted. By doing so and demanding further explanation it gave us better insight into our own processes as well.

Their open-minded consulting helped us to redefine our processes and map out the final ‘TO BE’ situation.

Don't think however that it's all very simple. WhichPLM makes you work hard. They don't hand you the perfect solution, they guide you in finding it yourself."