



DATA SHEET

Product Lifecycle Management

Develop and deliver innovative products at lower cost and greater speed with Bamboo Rose Product Lifecycle Management to meet the needs of today's discerning consumer.



Leverage cloud-based design collaboration, virtual buying trips, and digital sourcing solutions for a more efficient product lifecycle end-to-end.

Digitize the Complete Product Lifecycle

In retail, getting products to market quickly is a key differentiator, with trends and expectations changing at an ever-accelerating pace. Every aspect of the product lifecycle, from design to delivery, requires lockstep alignment across retailers, suppliers, logistics personnel, and other business partners. But disruption at any phase of the product lifecycle can delay time to market by weeks. Mounting costs across the development and sourcing phases further strain retailers and their partners – overseas buying trips, component negotiations, and delivery costs quickly add up and negatively impact retailers' bottom lines.

That's where we come in.

The Bamboo Rose Multi-Enterprise Platform connects each node of the product lifecycle, from the design and discovery phase to product development and delivery. Retailers can leverage the platform to conduct virtual buying trips, develop and design ideas collaboratively, and achieve greater visibility into the complete supply chain to deliver products to shelves 40% faster.

Product Lifecycle Management ROI Metrics



40%

ACCELERATION IN DESIGN & DEVELOPMENT PROCESSES



6 WEEK

REDUCTION IN CYCLE TIMES



85%

REDUCTION IN SAMPLING & RELATED COSTS



50+

BASIS POINT MARGIN IMPROVEMENT

