Most of the retailer’s 30+ exclusive in-store and online brands operated independently, using disparate systems across business processes. As a result, internal teams largely relied on siloed data for all phases of the product development lifecycle, from design to delivery. Development teams were using Excel spreadsheets, email communications, shared drives, and various IT systems, which slowed progress toward these goals, delayed time to market by weeks, and inhibited their ability to quickly develop products according to emerging consumer trends.

Coordinating and collaborating across teams can be particularly challenging for department stores that manage dozens of independently-operated brands. Integrating all brands into the same seamless product development workflow is crucial to reducing administrative overhead, streamlining data access, and eliminating siloes that can inhibit operational efficiency.

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**CUSTOMER CHALLENGE**

**Siloes & Lack of Collaboration**

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**CUSTOMER OUTCOME**

**One Platform for All Brands & Teams**

To drive internal and external communication among its brands and teams, the department store set out to standardize all product development operations on a single platform.

By streamlining its entire product lifecycle, including design, sourcing, costing, purchase order management, and logistics processes, the retailer quickly obtained shorter product cycle times, consistently getting quality products to market via the right channel, and a boost in revenue.

An increase in operational efficiency helped to significantly reduce order delivery times for millions in savings and cut the PLM cycle time by nearly half. These shortened design cycles ultimately helped the retailer boost sales by 12 percent in one merchandise category as teams had more time to collaborate with vendors on quality and design in accordance with seasonal consumer trends.

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"Bamboo Rose has given us one place to go for everything related to product development. Having one resource for information, sharing, and data has been incredibly powerful and enables us to make smarter product decisions."

*VP of Product Development*