



CENTRIC PLM POWERS DIGITAL TRANSFORMATION AT LEVER STYLE

MULTI-CATEGORY SUPPLIER USES CENTRIC PLM TO IMPROVE MATERIAL ACCURACY AND ENABLE COLLABORATION



“In the past, Lever Style used paperwork to transfer information between different departments. This resulted in materials being duplicated and we wasted a lot of time because different teams were doing the same thing.”

Robin Li, Account Manager at Lever Style explains that different departments had their own unique ways of working including how they created material codes and attributes, “The lack of consistency meant that it became very difficult to find the information you were actually looking for and it wasn't always obvious what data was most up to date.” As part of the company's digital transformation strategy, Lever Style implemented Centric Product Lifecycle Management (PLM) to centralize processes, increase transparency and improve communication internally and with customers.

Since then, things at Lever Style are very different. All product-related information is centralized from the beginning, until the end when the final goods are produced. With Centric PLM in place, everyone is on the same platform and Lever Style is saving time through better communication. There is full data transparency, and everyone can find what they need in one central, easy to use hub.

Jimmy Zhang, IT Director at Lever Style, is leading the PLM project. He explains how Centric PLM has transformed life at Lever Style, “With Centric Software PLM, we are saving a lot of communication time. Normally different departments have their own processes to transfer information, but now they are all on the same platform. They have data transparency and can find what they need in Centric PLM. We can connect Centric PLM to our ERP and to our customer.”

How did Lever Style get to where they are now?

THE APPAREL SUPPLY PARTNER FOR THE DIGITAL AGE

Lever Style were established in 1956 and since then have developed an industry-leading product range, produced in a diverse array of facilities and countries. Lever Style can manage small order sizes and short lead times, they also support their clients with technical knowhow and product development capabilities built up over decades of working with the most discerning designers.

Currently, Lever Style has approximately 11 product categories but as they grow their business, they are expanding these categories so that one day they will be a supplier for all kinds of products.



“ WITH CENTRIC SOFTWARE, WE ARE SAVING A LOT OF COMMUNICATION TIME. PREVIOUSLY LEVER STYLE HAD DIFFERENT PROCESSES FOR EACH DEPARTMENT WITH DUPLICATION OF WORK, BUT NOW EVERYONE IS ON THE SAME PLATFORM AND WORK IS STREAMLINED. ”

CHALLENGES

- + Missing a system that could track the whole process from start to finish
- + Needed a cloud-based platform that would enable digital transformation
- + Different teams were wasting time doing the same thing and materials were being duplicated
- + Needed to react faster to the customer and different supply chains
- + Teams were spending a lot of time doing costings offline

SEARCHING FOR THE PERFECT PRODUCT ENVIRONMENT

Eddie Chan, CEO at Lever Style describes how having a centralized system was a crucial requirement for the company, "We focus very much on the product, so the product development history and all related information are critical success factors. If you don't have a centralized system, if you don't add structure to your organization, with time, you will lose all of this important information."

For Lever Style, finding a solution that would power collaboration between departments and customers was essential for effective product development. Ensuring their customers receive products as quickly as possible is also important. Chan adds, "We believe Centric PLM will be the key to the puzzle to making the product environment perfect."

CHOOSING CENTRIC PLM

When evaluating PLM solutions on the market, Lever Style knew Centric PLM was one of the few solutions with a very high adoption rate. "We felt this was important as we work with lots of different customers, so we wanted to partner with a PLM that speaks the same language as they do," says Zhang. He adds, "In the future we want to integrate Centric PLM with our customers for seamless communication, so this is one of the reasons we selected Centric PLM."

Lever Style also knew the importance of selecting a cloud-based solution that could be accessed anytime, anywhere.

CONSISTENCY & ACCURACY

After just one week, new users were using Centric PLM with ease. "The way Centric PLM works is very concise, clear and easy to understand," says Li.

With Centric PLM in place, teams now have automatic rules to create the material code and how to list attributes. "We can now get the information we need much more efficiently. Any time we want to find any information, Bills of Materials (BOMs) or costings, it is very easy to find what we need," Li adds.

RESULTS

- + Information is centralized from the beginning and historical material data is accessible
- + Communication is faster as all teams use the same platform
- + Data is now transparent and it's easy for teams to find what they need
- + There is a seamless connection between Centric PLM and the ERP; data is consistent, clean and coherent
- + Faster to provide customers with costing scenarios
- + Material library increases accuracy



Costing is no longer a time-consuming process that involves looking back through different folders; with Centric PLM it's now a quick and easy process. "It improves our efficiency, which is also what our customer wants. They want the costing as early as possible," says Li, "It also improves accuracy because we now have the material library. You just enter a number, then you can access the information you need."

3D FUTURE

The future for Lever Style is exciting as they use Centric PLM to support 3D sampling. "It's a very important piece in the future world, where the way of working will be very different from now," says Chan.



ABOUT LEVER STYLE (www.leverstyle.com)

We are Lever Style.

We have been making on-trend product continuously for over 60 years. As an Asia based multi-category vendor, we offer a wide range of services and solutions for your apparel design, development and manufacturing needs.

ABOUT CENTRIC SOFTWARE (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics, beauty and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric SMB focuses on core tools and industry best practices for emerging brands. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.

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