



CASE STUDY

Luxury Apparel Company Boosts Productivity and Prepares for Growth with NetSuite.



Client	Services Provided	Industry
Leading Manufacturer of High-End Apparel	Digital Transformation Roadmap ERP Selection & Implementation	Direct to Consumer Wholesale - Ecommerce - Retail

Project Overview

This established luxury apparel brand designs, produces, and distributes high-end garments across retail stores, wholesale partnerships, and a thriving e-commerce platform. They leverage a network of co-manufacturers in Los Angeles for the “cut-make-trim” (CMT) processes, prioritizing quality and local production. However, despite their success, their operational foundation – a complex web of spreadsheets and manual tasks – began to strain under the weight of rapid growth.

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LIDD’s assessment provided crucial, quantifiable insights that revealed immediate opportunities for improved planning and substantial savings for our business.”

- VP of Operations

Solution: LIDD, a trusted partner for supply chain optimization and business solutions, was engaged to develop a digital transformation roadmap.

Results: LIDD created a comprehensive roadmap for the client’s transition to a modern technology ecosystem. This new system will scale alongside their growth, streamlining operations and enabling future success.

Impact

27% OPEX Savings Captured

20% Increase in SLA Improvements

Challenge

As the brand's popularity surged, the limitations of manual processes became painfully clear. Disparate data scattered across spreadsheets made inventory management a significant challenge. Order fulfillment was a labor-intensive and error-prone activity. Their quality control system, lacking a robust framework, hindered consistency. Scaling operations with this manual approach posed a significant barrier to future growth.

- > A poorly implemented, apparel-specific ERP left users questioning its full capabilities.
- > Fragmented software complicated QuickBooks reconciliation, requiring extensive data manipulation.
- > Lacking proper organization tools for efficient product development, the design team hampered production with challenges and tight deadlines.
- > Without clear tasks and real-time inventory updates, warehouse operations suffered delays, errors, and increased customer service inquiries.
- > Reliance on manual workarounds to deliver white-glove service strained staff as the company grew, due to a lack of supporting technology. This created increasingly complex back-end processes.

Project Approach

LIDD conducted a comprehensive analysis to understand the client's challenges. Our recommendations focused on streamlining workflows and leveraging technology for improved efficiency.

ERP Transition

LIDD's analysis revealed the need for a robust ERP system to streamline workflows and unlock growth potential. We helped the client make the move to a new ERP with an extensive implementation partner network, ensuring through a selection that their new partner could support them through training and post go-live continuous improvement initiatives.

Internal Processes Optimization

All operational processes would be migrated to the ERP for automated account mapping, reducing reconciliation work. Additionally, a user-friendly PLM system would be implemented to facilitate collaboration between design and production teams.

Strategic Warehouse Management

We proposed implementing basic warehouse management features within the ERP for streamlined tasks and inventory tracking, striking a balance between functionality and simplicity to avoid unnecessary complexity.

Customer Centric Focuses

We emphasized prioritizing customer-facing initiatives based on impact analysis and careful consideration of underlying technology costs.

LIDD recommended NetSuite ERP

Fitted to the business's operations and future state

LIDD recommended NetSuite, a versatile ERP well-suited for small and mid-sized enterprises. This solution offers several key advantages:

- > **Centralized Data & Streamlined Financials:** NetSuite provides a single source of truth for data and simplifies financial analysis.
- > **Seamless Operations & Scalability:** The integrated system facilitates collaboration and adapts to the client's growth.
- > **User-Friendly & Supported:** The intuitive interface and extensive support network ensure ease of use and long-term success.

Results

- > **Within 4 weeks**, LIDD identified key process gaps in the distribution center leading to missed SLAs and personnel risks. We then implemented NetSuite in just 6 weeks, achieving a successful go-live.
- > **A 27% reduction** in total operating expenses (OpEx) for 2024 and a **20% improvement** in fulfillment service level agreements (SLAs). Outlined capacity requirements for future demand to enable growth over a 3-5 year period. Need one more awesome result here we are thinking about.

After leading this customer through requirements definition and a software selection process, they are now confidently on their way to a better technology ecosystem.