



## Case Study Mass Style Creation Program

### **Client Description**

This company designs and markets branded dress shirts, sportswear, footwear and other related products worldwide. It is primarily a wholesale operation but also has 650 retail locations in the United States as well as 10 locations in the U.K.

### **Business Problem**

Singletree Technologies Quick Entry product was being launched at this company in the Summer of 2009. Each of the Quick Entry modules proved to be a huge time saver when it came to maintaining and updating product specification data. This company was looking for even more ways for the users to take a step or two out of the process in order to improve speed to market. Several divisions in this large company are fabric driven so their styles are created after the fabrics are developed and therefore, the style information is driven from fabric data. The fabric is the driving force behind the style itself. To make that fabric into a style specification package was their goal – the custom action begins here.

### **Singletree Solution**

In order to solve this problem and create a solution that would work for this company, Singletree developed a framework for custom actions in the Quick Entry software. This now allows us to create custom actions to model a customer's business process in Quick Entry itself. For this customer, Singletree Technologies Item Quick Entry is the starting point for the custom action. Users simply search for the fabrics from which they would like to create styles and select their custom "Create Style" menu option, fill in a style #, check the colors they want, and select a few other key attributes and voila! The style packages get created in the colors specified AND their Bill Of Material includes the fabric they started off with. What a timesaver!

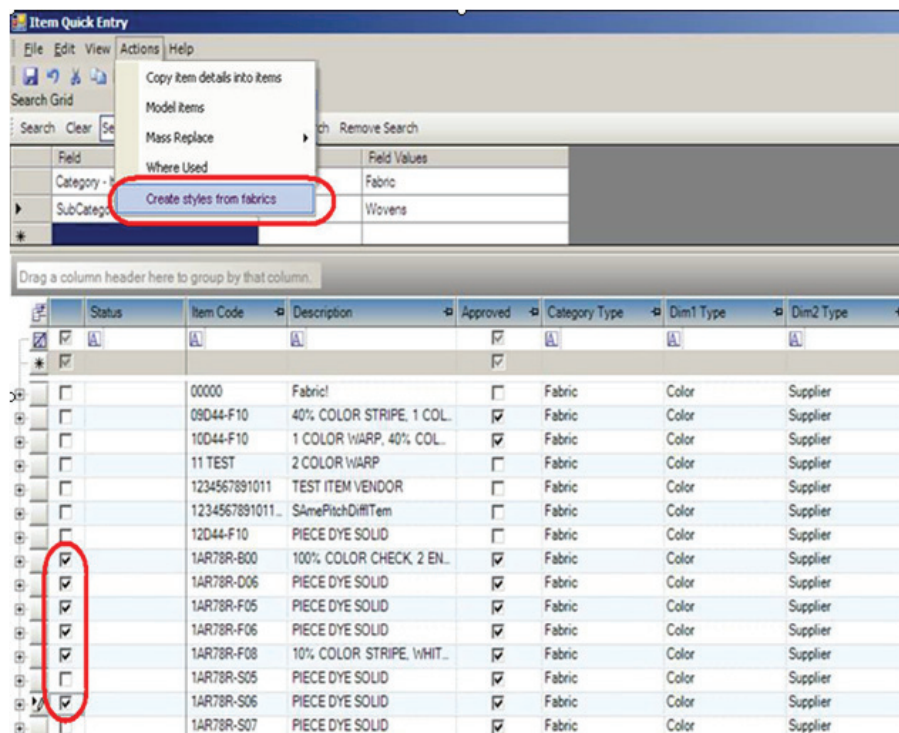
# Case Study Mass Style Creation Program

## Technology Used

- Custom Dot Net program
- Singletree Technologies' Quick Entry software
- Gerber Technology's WebPDM

## Business Benefits

- Significant time reduction in the design stage.
- Enables users to do most of their work in a user friendly grid interface which improves the learning curve.
- The custom action framework allows for Quick Entry to model specific customer processes.



Status	Item Code	Description	Approved	Category Type	Dim1 Type	Dim2 Type
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<input type="checkbox"/>	10D44-F10	1 COLOR WARP, 40% COL...	<input checked="" type="checkbox"/>	Fabric	Color	Supplier
<input type="checkbox"/>	11 TEST	2 COLOR WARP	<input type="checkbox"/>	Fabric	Color	Supplier
<input type="checkbox"/>	1234567891011	TEST ITEM VENDOR	<input type="checkbox"/>	Fabric	Color	Supplier
<input type="checkbox"/>	1234567891011...	SamePitchDiffTem	<input type="checkbox"/>	Fabric	Color	Supplier
<input type="checkbox"/>	12D44-F10	PIECE DYE SOLID	<input type="checkbox"/>	Fabric	Color	Supplier
<input checked="" type="checkbox"/>	1AR78R-800	100% COLOR CHECK, 2 EN...	<input checked="" type="checkbox"/>	Fabric	Color	Supplier
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<input checked="" type="checkbox"/>	1AR78R-F08	10% COLOR STRIPE, WHIT...	<input checked="" type="checkbox"/>	Fabric	Color	Supplier
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