

Gourmet Food and Beverage Gift Company Transforms Gift Basket Assembly and Packaging with Centric PLM™

CUSTOMER: FRUIT AND FOOD OCCASIONAL GIFT BASKETS

The customer is a North American gourmet gift basket company that produces and retails food and beverage gifts, sold through a network of year-round retail stores, seasonal outlets and e-commerce.

LACKING A SINGLE SOURCE OF TRUTH

The customer needed a software platform to improve efficiency, profit margins and data quality by addressing inefficiencies in their internal gift product development processes that had been previously managed using manual systems with multiple data sources and no single source of truth. They needed a solution that could provide clearer visibility of project ownership and work in progress, improve collaboration and communication between functions and speed up the process of configuring, assembling and packaging a wide selection of gourmet gift baskets.

With 2,000 SKUs to handle per season, the company aimed to use PLM to comprehensively manage gift assembly, from component pre-development to library management to workflows, and provide real-time product data to all teams that needed it.

WHY CENTRIC?

The customer selected Centric PLM™ in 2017, convinced that Centric had the solution capabilities and experience to create a well-controlled structure and 'single version of the truth' to enhance collaboration and manage product development.

ENGINE THAT POWERS PRODUCT DEVELOPMENT

The PLM project focused on improving collaboration within the planning, development and internal manufacturing process. This involved building a single, effectively managed platform to drive the workflows involved in creating food and beverage gift baskets, from initial design and development to sampling through to finalized gift configuration. Teams use Centric to develop gift products prior to seamlessly sending them to their Enterprise Resource Planning (ERP) solution via Centric's open API integration. Centric drives the gift configuration for external manufacturing, drop-shipping and standard gifts, as teams collaborate on a user-friendly platform with reliable and up-to-date product data, Bills of Materials (BOMs) for product specifications, artwork and costing.

As well as providing a valuable data repository for reuse, reporting and research, Centric PLM is the engine that powers product development, integrating data that flows to and from other enterprise solutions managing different phases of the product lifecycle to keep it on track and speed up the gift assembly process.



BUSINESS CASE HIGHLIGHTS

CUSTOMER: FRUIT AND FOOD OCCASIONAL GIFT BASKETS

A leading premium gift producer and retailer, selling food and beverage gift baskets through retail stores and online.

CHALLENGES

- Inefficiencies in internal production processes due to manual tools
- No real-time single source of truth for product-related data
- Need to more efficiently handle development and configuration of gift baskets
- Enhancing communication between functions, especially with internal manufacturer

PROJECT

The company implemented Centric PLM to improve collaboration, drive workflows and build a comprehensive component library to facilitate more efficient assembly of gift baskets.

BENEFITS REALIZED

- **Better collaboration** across planning, development and internal manufacturing teams
- **Real-time source of truth** for all teams and repository of historical data
- Centric is the engine that **drives product development workflows**
- Comprehensive component library **speeds up product development** and creation of BOMs
- Centric is integrated with other enterprise systems to **facilitate data sharing**

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