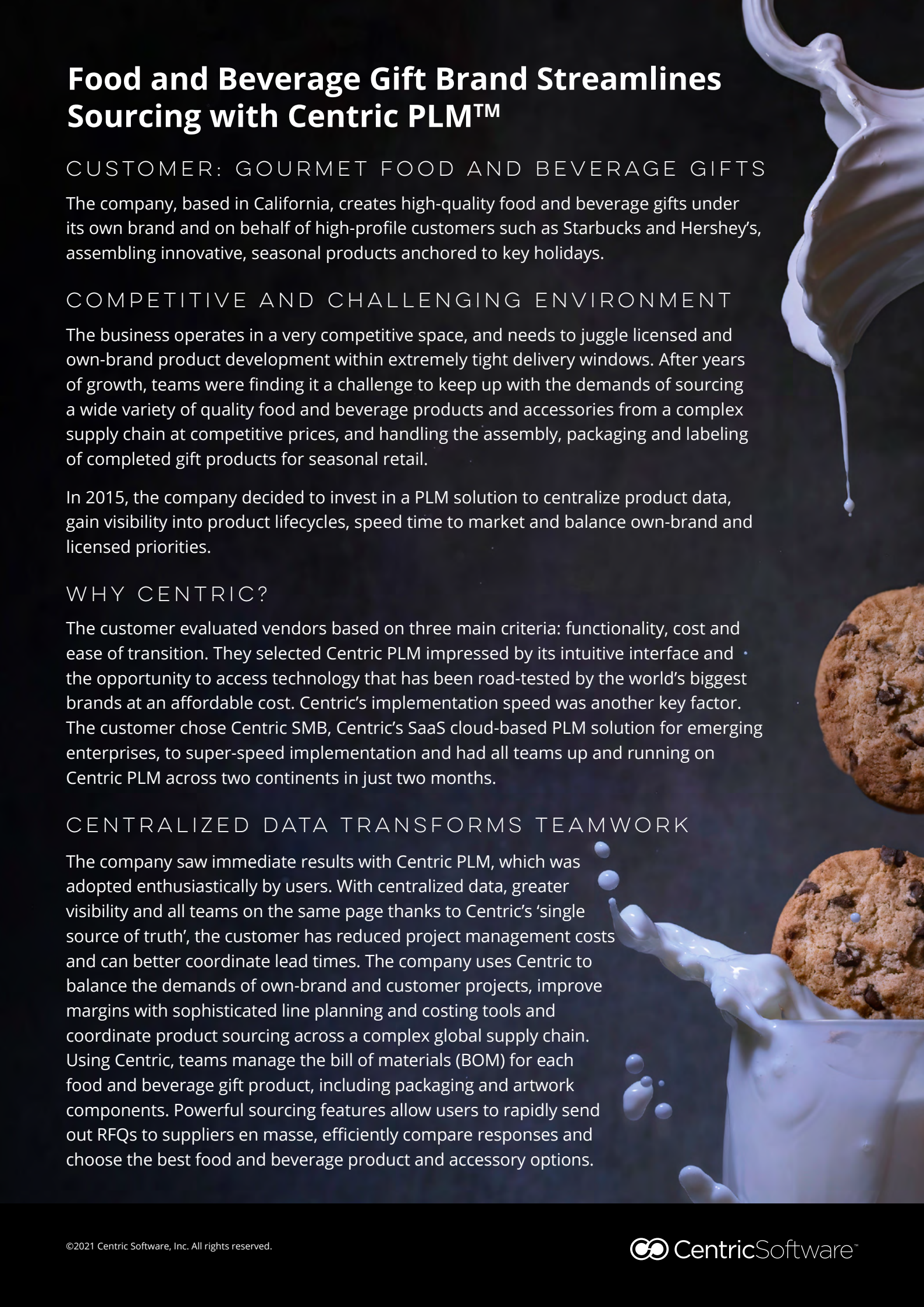


Food and Beverage Gift Brand Streamlines Sourcing with Centric PLM™



CUSTOMER: GOURMET FOOD AND BEVERAGE GIFTS

The company, based in California, creates high-quality food and beverage gifts under its own brand and on behalf of high-profile customers such as Starbucks and Hershey's, assembling innovative, seasonal products anchored to key holidays.

COMPETITIVE AND CHALLENGING ENVIRONMENT

The business operates in a very competitive space, and needs to juggle licensed and own-brand product development within extremely tight delivery windows. After years of growth, teams were finding it a challenge to keep up with the demands of sourcing a wide variety of quality food and beverage products and accessories from a complex supply chain at competitive prices, and handling the assembly, packaging and labeling of completed gift products for seasonal retail.

In 2015, the company decided to invest in a PLM solution to centralize product data, gain visibility into product lifecycles, speed time to market and balance own-brand and licensed priorities.

WHY CENTRIC?

The customer evaluated vendors based on three main criteria: functionality, cost and ease of transition. They selected Centric PLM impressed by its intuitive interface and the opportunity to access technology that has been road-tested by the world's biggest brands at an affordable cost. Centric's implementation speed was another key factor. The customer chose Centric SMB, Centric's SaaS cloud-based PLM solution for emerging enterprises, to super-speed implementation and had all teams up and running on Centric PLM across two continents in just two months.

CENTRALIZED DATA TRANSFORMS TEAMWORK

The company saw immediate results with Centric PLM, which was adopted enthusiastically by users. With centralized data, greater visibility and all teams on the same page thanks to Centric's 'single source of truth', the customer has reduced project management costs and can better coordinate lead times. The company uses Centric to balance the demands of own-brand and customer projects, improve margins with sophisticated line planning and costing tools and coordinate product sourcing across a complex global supply chain. Using Centric, teams manage the bill of materials (BOM) for each food and beverage gift product, including packaging and artwork components. Powerful sourcing features allow users to rapidly send out RFQs to suppliers en masse, efficiently compare responses and choose the best food and beverage product and accessory options.

BUSINESS CASE HIGHLIGHTS

CUSTOMER: GOURMET FOOD AND BEVERAGE GIFTS

A food and beverage gift company assembling high-quality gift products for major customers such as Starbucks as well as its own brand.

CHALLENGES

- Difficulty balancing processes and priorities between own-brand and licensed products
- Sourcing a wide variety of products at competitive prices from a complex supply chain
- No centralization of essential product data
- Lack of visibility into product lifecycles

PROJECT

The customer implemented Centric PLM in 2015. Using PLM to connect teams working on line planning, product development, costing, sourcing, packaging and gift assembly, the company realized significant savings in project management per calendar year from improved collaboration and lead time coordination.

BENEFITS REALIZED

- **Streamlined** line planning, costing and sourcing to **improve margins and time to market**
- All product data now centralized in a **single collaborative environment**
- **Full visibility** into product lifecycles
- **Complete user adoption** and **satisfaction**
- **Savings** in project management through **better lead time coordination**

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