

## Success Story Delmod

### An Implementation of TEX-DEFINE™ Product Data Management Program

#### ■ Company History and Situational Overview

For decades Delmod International, the world-renowned women's wear company, has epitomized the highest standards in ladies fashion. Hailed by leading fashion magazines, including *Vogue*, *Elle* and *Madame*, Delmod offers the modern woman a dynamic blend of fashion forward styling and timeless elegance. Delmod has successfully maintained its exacting standards, maximized profitability, and stayed abreast of the latest trends in both technology and design by constantly evaluating and implementing state-of-the-art business practices. Through its partnership with Koppermann, the company has been able to continuously develop and optimize its database processes, positioning Delmod to effectively meet the challenges of a constantly changing global marketplace.

#### ■ Project Challenge and Objective

In the Spring of 2003, Koppermann presented Delmod's board with a comprehensive overview of the functionality and potential of the TEX-DEFINE® Product Data Management Software. Together with Koppermann's designated Project Manager, the Delmod project team investigated the requirements of the database structure and its related forms.

The principal objective of the project was to update the handling of production specification packages from a manual process to full automation. All processes and business applications were required to satisfy the company's high standards of „best business“ practices. And it was of enormous importance that the new product data management system be integrated into the company's existing IT environment to provide standardized interfaces for data exchange.

To accomplish this goal, Delmod's entire development cycle needed to be addressed. Beginning with the line plan structures, the process moved through garment production technical spec sheets and sample orders, culminating in the appraisal of various samples for evaluation and costing.



**K**oppermann – Originally established as a textile company in 1919, Koppermann is now recognized as the leader in the development, marketing, and servicing of superior software solutions for the apparel and textile industries. Koppermann is headquartered in Germany, with subsidiaries in the United States and Great Britain and over 15 representatives serving its international clients. See [www.koppermann.com](http://www.koppermann.com)

**D**elmod International – For over 50 years Delmod has offered women the finines in fashion forward styling and classic design. With over 180 employees, it is located at Delmenhorst, Germany. Delmod fashions are available in leading retail stores in over 30 countries around the world.

The entire system needed to accommodate special manufacturing processes like piping, embroidery, wadded linings, and fur accessories, which were accommodated with the use of „Sub-BOMs templates“. To satisfy these demands, the architecture and structure of the database was specifically designed to enable Delmod to use as much existing information as possible, minimizing the potential for input error while speeding up the timetable for full integration. As a result, many libraries and copy profiles were developed. Staff member/users from each of the Delmod's key departments worked hand-in-hand with Koppermann personnel throughout the entire development process.

**A special challenge** was the need to calculate duties and quotas. The exact amount of customs charges had to be calculated automatically, taking into account the tariff rate of the various materials and articles, the country of origin, the country of manufacturing, and their percentage usage in the garment. Again Koppermann presented the optimum solution by giving Delmod the ability to calculate each style in as many different scenarios as necessary.

**The first test installation was launched in May 2003.** Two Delmod System Administrators, trained by Koppermann, put the TEX-DEFINE™ application and the newly developed database to the acid test for eight weeks, testing and evaluating each procedure in exhaustive detail. The final Rollout commenced in September 2003 with 60 fully trained users working with the new system. The immediate and universal acceptance of the new system validated both the importance of customizing an application and database to meet specific client requirements, and the need to involve users from each affected department from the beginning of the project.

**The entire project proved both highly effective and scalable.** By the second season following the initial Rollout, Delmod was able to reuse substantial amounts of existing data blocks to create new styles. The two Delmod Administrators were constantly enhancing the system on their own, integrating more and more business units and new areas.

## ■ Customers Benefits and Success

**Koppermann's implementation of the Delmod project met every measurable timeline requirement.** Delmod initiated the Product Data Management System project in February 2003. Within 7 months more than 60 users were efficiently and effectively using the system.

**Koppermann met the goals of the project** to the utmost satisfaction of Delmod's corporate ex-



cutive. Just as importantly, the exceptionally high expectations of Delmod's employees were also met. As a result of the early involvement of key staff in the development of every aspect of the program. Overtime and heavy workloads, both constant and costly necessities during peak times, were dramatically reduced. The entire process became more transparent, faster, and more efficient.

### **Customer's statement:**

„Despite many reservations of the acceptance from different departments against a fast and uncompromising integration of the new system here at Delmod, our expectations regarding efficiency, acceptance, and daily handling were far exceeded. This was especially due to the highly professional and always friendly and cooperative performance of the whole Koppermann team. We are currently about to install the Workflow program and with this we expect even greater achievements affecting the collaboration of all internal and external departments.“

C.D.Benedikt Schramm, CEO