



Triburg///



How Triburg delivers USD500 Million of apparel goods on-time

CUSTOMER CASE STUDY

Triburg

Company Profile

- › Largest Apparel Sourcing company in South Asia with offices in 5 countries.
- › Supplies US \$500 Million in merchandise for global Customers (American Eagle, Armani Exchange, DKNY, Ann Taylor etc.)
- › Product mix ranges from Apparel to Home Furnishings.

The Need

To streamline complex supply chain processes across internal offices and 150 global vendors and improve on-time deliveries. KPI's to evaluate and benchmark vendors.

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WFX cloud computing model is the future for any business today
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Tarun Bakshi
CEO - Triburg

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The Problem

In early 2000, Triburg created an in-house system. This was a management information control system running on the company's internal network. The foxPro developed application was a single-location system which vendor's could not access. Triburg's account managers and production staff received email/phone updates from factories when they needed production related information. QC personnel would be at factory sites and update excel sheets which would then be formatted at the head office for reporting purposes. These complex processes created limited visibility into Triburg's supply chain with long lead times and difficulty in bench-marking vendors.

The Solution - WFX Fashion Business Solution

WFX solution was implemented across the company's offices which included factories in multiple locations to form a 'Private Trading Network' for Triburg with its vendor base. An Extended Enterprise solution, working on processes within Triburg's offices and connected with suppliers. Using only the Internet, the WFX system processes real-time information for both Triburg's internal teams across regional offices and external suppliers.

The following tools were implemented

- › **Centralized Product Information** - Customer Orders are entered into the system along with product catalogue and specifications. With some Triburg customers, WFX has interfaced with customer's systems where Customer Orders are imported automatically into WFX.
- › **Sales Orders** - Orders and their details are entered and consolidated on the platform including colors, quantities, pricing, supplier, payment terms, delivery terms and any special instructions critical to a specific order.
- › **Vendor Collaboration (at Vendors location)** - Triburg merchandisers electronically transmit Purchase Orders with attached Time & Action calendars which are received by vendors on-line. Factory personnel receive a notification and get on-line real-time access to orders and amendments without shuffling through various versions on spreadsheets.

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- **Alerts and Reminders** - Time & Action calendars shared by Triburg and the Factory personnel define milestones and dates on which milestones need to be completed so orders are executed on-time. Any delay on activities trigger automatic alerts to responsible users so pro-active measures can be taken to overcome any bottlenecks and issues.
- **Real time Information** - As activities against orders are completed, the relevant activity and milestone is updated in WFX. In this way, Triburg account executives access real-time information to orders status and can forecast any delays. The linked Scan & Pack utility at the factory's location gives Triburg real time information of quantities of pieces being packed for orders and triggers a visit by QC personnel for packing inspections based on percentage of packing complete.

Derived Business Benefits

- Triburg vendors instantly receive Purchase Orders and send acknowledgments without having to manually enter any data.
- Reduced communication cost due to instant availability of information. Reports are instantaneously generated saving hours of employees time and eliminating need for preparing Excel spreadsheets for tracking orders and changes.
- Enhanced information security. WFX is Secure and Password protected with user specific login access ensuring only authorized personnel have access to information.
- Increased Accountability through Time & Action calendars. Individual user's activities are clearly defined so managers can balance employees' workloads and monitor KRAs.
- Increased accuracy of packing from 90% to 99.9%.
- Reduced printing cost for vendors as Scan & Pack functionality allows bar-codes to be printed in-house.
- Increased on-time deliveries resulting in reduced charge-backs.