



ChainReaction® Solutions

Customer Case Study

Web Solutions Increase Efficiency and Customer Service for Agents

“ChainReaction® is well thought out in every angle, not leaving any stone unturned to suit different situations. For us every customer, every order, every style is different”

R A Thirumoorti (Moorti)
CEO

Overview

Customer Profile

Tirupur (India) based buying-agent Apparel Direction and Design (ADD) is one of the most well-known and admired companies in India's knits hub. They supply over 3 million high Value garments every year to buyers in the USA and Europe.

Business Situation

ADD wanted to provide their customers a solution where the customer are provided with instant information and distinguish themselves from their competitors by increasing their efficiency and customer services.

Solution

AXIND's ChainReaction® SOURCE.



ChainReaction®



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“ChainReaction® software upgrades that we receive from time to time include improvements and new features which we could never have imagined ourselves. This is a huge benefit of working with AXIND”

R A Thirumoorti (Moorti)
CEO

Situation

Apparel Direction & Design is a Buying and Sourcing agency established in 1996 to serve well known brand in U.S.A and Europe markets. Their mission is to innovate new products, supply high quality garments and establish long term business relationship with their customers. They have sourcing offices in India, Hong Kong and Jordan and marketing offices in USA and Canada.

Their customers include Cutter & Buck of Seattle, Pebble Beach, Bobby Jones (HMX) & Perry Ellis of New York, Tehama of Denver and Glenmuir of the UK.

The ways of working, procedures and operations in each of the buyers is different, yet there is a need for centralized control and coordination of all the operations. A further challenge was to get the merchandisers to work in a standardized way.

Travelling for marketing and coordination purposes is a very important part of the business. It was extremely important for the CEO and senior management to be able to have a birds-eye view of all operations and be in control even when they were travelling.





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“We have to source fabric in Taiwan and the production has to happen in India / Jordan. Thanks to ChainReaction, I can oversee all the process and pinpoint the bottlenecks and rectify the same”

*Santhosh Kumar,
Merchandise Manager
ADD India*

Process

Turning to AXIND Software, ADD found a solution that could manage their business.

After a detailed product selection process, ADD selected AXIND Software’s ChainReaction® SOURCE. As a pilot the Indian sourcing office, ADD India was chosen and the software was run for six months on AXIND Software’s US servers. At the successful conclusion of the pilot period, the software was installed at their India office after enhancing necessary hardware.

ADD India with around 25 users went live after the pilot period and various customizations were discussed and implemented along with a wide range of powerful reports.

A meeting was held in Tirupur with necessary demonstration for implementing the software. The marketing teams from USA/Canada were present for the training.



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"In ChainReaction we were able to reassess and easily enter our uniform coding requirements including some complex auto-numbering rules"

*Ganesh, Merchandiser,
ADD Hong Kong*

Total Solution – Sample Development to Outsourcing

The ChainReaction® product development system contains information about every style including the complete specifications and material usage as well as the complete purchase history including the vendor and price. Once the sampling is done, the RFQ (Request-for-Quote) , a kind of "reverse auction" feature makes it possible to get the best price from the vendor pool. This, combined with the vendor evaluation historical data makes the outsourcing scientific and efficient .

Sampling orders are stored and tracked separately from Production orders. ChainReaction® also has a facility for tracking all courier traffic between the Customer, Agent /Office and the Vendor – this is extremely important as there is a significant amount of money spent on couriers and they constitute an integral part of the information flow in this business.

ChainReaction® is a system that completely defines, manages and executes the workflow through the execution of software driven by workflow logic. It has covered all aspects like functional, informational, operational, behavioral and organizational. Automating workflow sets timers that ensure that documents move along at a prescribed pace and that the appropriate person processes them in the correct order.



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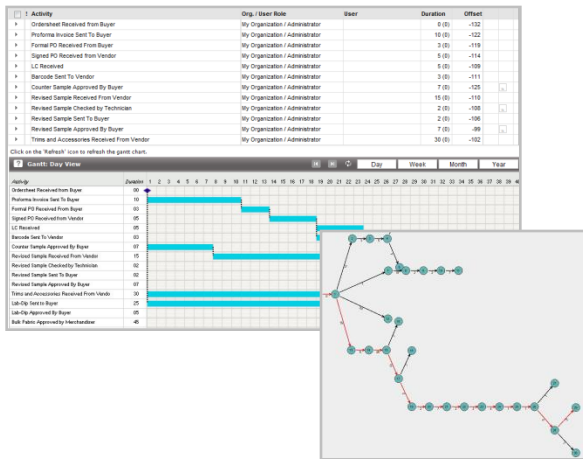


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Web Time & Action



The ChainReaction® software can be accessed from anywhere in the world with just a browser.

Solution – Process Management / Workflow

The manual flow of documents in an organization is prone to errors. Documents can get lost or be constantly shuffled to the bottom of the in-basket. Developing and producing a garment requires hundreds of discreet steps. ADD has many styles, with short and long production cycles, some with complicated production processes. The steps are very different for different product types, and a great variety of materials and accessories are involved in each order.

In order to expand, ADD needed to improve its capabilities and the quality of service it delivered to its customers. If steps are delayed garment delivery will be delayed. If steps are omitted it can result in costly mistakes that cause charge backs or damage customer relationships.

With ChainReaction® the users can:

- Track and manage every step during product development, production, and shipping.
- Define different plans for different garment types, materials, and customers.
- Track progress at multiple levels like Collections, Orders, Styles, Materials, Shipments and Colors.
- Mark that each task has been done for all materials or all colors.
- Tracks tasks for every style, every material, and, when necessary, every color.

Through the above management can have an up-to-the-moment picture of all activities.

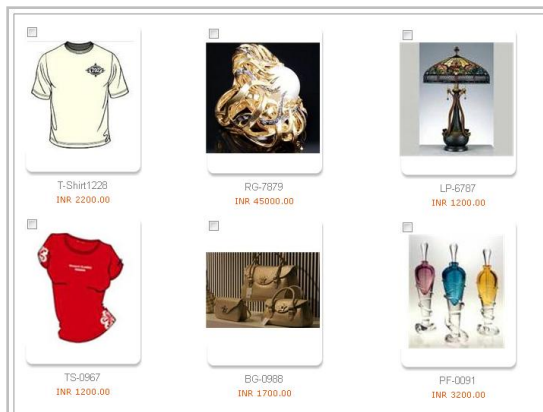


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Web Catalogues



ChainReaction® online showrooms are an excellent way to share online information with buyers.

Solution - Miscellaneous

Shipping Information

Accurate shipping information is critical for space and personnel planning in the ADD head-office. Before ChainReaction® the information was in loose Excel sheets and prone to errors. Now the quality of this information has significantly improved and all the shipment information is directly integrated into ADD's systems at the head-office. Key forwarders are also integrated into the system so that they can see in advance when their services would be required.

Future

ADD has recently started a new line of business, selling from stock and on-order directly via the web. They are also thinking of making a foray into retail. The beauty of the ChainReaction® solution is that the functionality for both these lines of business is there in the ChainReaction® suite of applications and it seamlessly integrates into their current application.



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For More Information

For more information about AXIND Software's ChainReaction® products and services, call +91 (124) 4278463, 64 or visit the Web site at:
www.axind.com

For more information about Apparel Direction and Design visit the Web site at:
www.add.co.in

Software and Technologies

- Microsoft Windows Server System
- Microsoft Windows Server 2003
- Microsoft SQL-Server 2005
- Microsoft .NET Framework
- Microsoft ASP.NET
- Web services

Hardware

- Intel-based servers

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