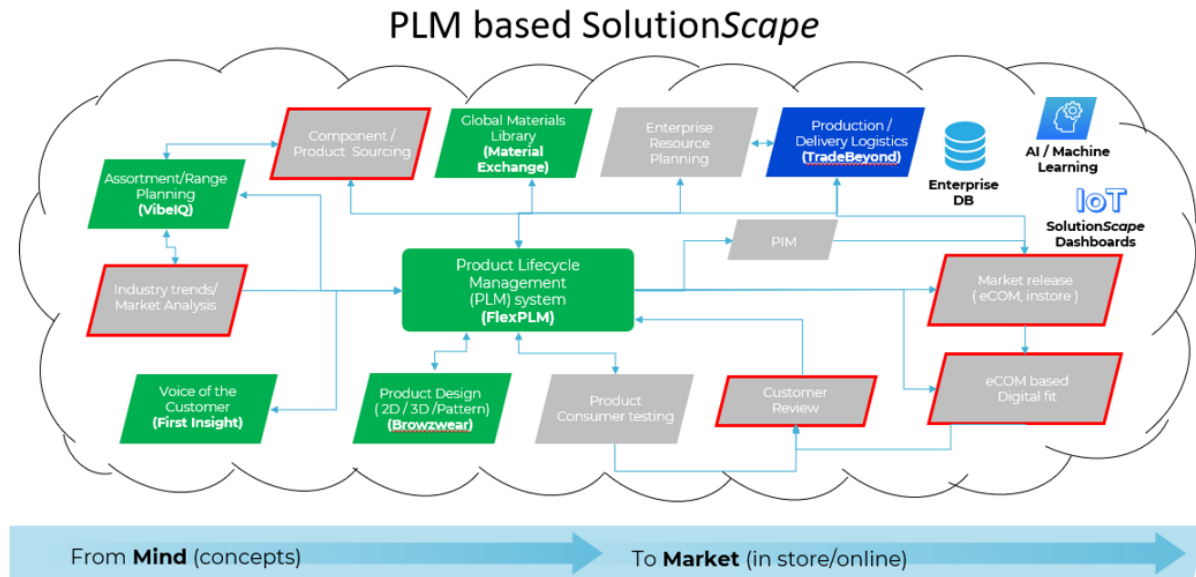


3D Journey – Mind to Materials Logistics ...

The 3D Journey continues since the previous report (in [3D Journey Mind to Digital Testing ...](#)) at Good Products, Inc.



Strategic/Tactical Plan of SolutionScape profile: by DSG for Good Products, Inc.

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The image represents the SolutionScape modules that have already been integrated (in green), highlights (in red) all of the 3rd party support modules (by role) that support integration to the PLM system (FlexPLM), and highlights (in dark blue) the SolutionScape modules that will be the focus of this phase of the SolutionScape program.

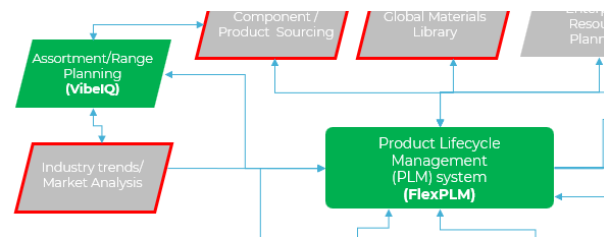


As disclosed in the previous “[Day in the Life of ...](#)” article “[Mind to Digital Testing ...](#)”, Good Products’ management have been working to address the challenges of delivering competitively priced products to the new market created through their wholesaling opportunity with **Retail, Inc.** As **Jonathan Wilson** (Merchandiser of the Men’s Collection) noted (in the previous article) the product offering needs to meet “... the price points that will optimize initial market demand while meeting margin targets.”

One of the key influencers in product pricing is the cost of materials, especially the primary material. **Jackie Nolan** (VP, Product Sourcing) has devised a risk adverse strategy of dividing production between APAC and LATAM based manufacturers. With COVID mostly in the rear-view mirror, she never wants to have supply chain issues again, which is now protected by diversifying the regional sourcing of products. However, this causes material sourcing by factories less effective when looking to get a lower landed cost because each factory is limited in their buy quantities for their specific production run(s).

In the development of the **Strategic / Tactical Plan**, the Team at Good Products were consulted by **Digital Solution Group** that gaining a “buying position” on primary materials is a key value point enabled with a **Mind to Market** solution.

The way to achieve a buying position is to source materials directly for delivery to their sourcing factories; by leveraging their consolidated production / sales forecasts (as covered in the “[Mind to Plan ...](#)” article) now being provided through a combination of [VibelQ](#) (Assortment / Range Planning) and [FlexPLM](#)’s product specification information.



With this focus **Maggie Wilson** (Lead Designer) and **Barbara Goodwin** (Materials Sourcing Manager) are applying the “*Material First*” approach to the design of new products with the intent of being able to aggregate their material buys to enable the necessary discounts with their strategic material suppliers.

Based on DSG’s recommendation, Good Products took the next tactical step in its strategic integration plan by implementing **TradeBeyond’s** suite of **CBX** modules to gain direct control over materials management. With DSG’s assistance **Thomas Wilson** (VP of Systems Technology) was able to implement the CBX modules and establish an intimate integration of **FlexPLM** and CBX.

*As a reminder, FlexPLM is already integrated with CLO for Product Design; Material Exchange for access to new and existing materials from strategic suppliers; and VibelQ, where designs are continuously shared, and assortments are defined / refined. These integrations set the stage for this next phase of integration – **Mind to Materials Logistics**.*

By establishing this incrementally expansive **SolutionScope** profile Good Products’ organization is able to exploit the integration between FlexPLM and the CBX suite of modules to:

- Iteratively transfer new product (+ colorway/sizes) profile information and initial factory assignments to [CBX Source](#);
- Digitally push primary material’s / supplier’s profiles once confirmed by Design and Material Sourcing; and then
- Pass full technical specification content, including Bill of Materials, Points of Measurement, and Grading to enable **full material yield calculation** based on size curve / production forecast.

Maggie and her Team are able to work with **Matthew Wright** (VP of Merchandising) and his Team to not only obtain the favored pricing of the primary material orders, but they are also able to exploit the features of [CBX Order](#) and [CBX Ship](#) to manage the first run and all replenishment orders to ensure Good Products’ product production / delivery are sufficient to support the on-line and in-store inventories, while also supporting Retail, Inc.’s supply of products. This was critical to support the execution of Good Product’s strategy to expand its market presence beyond its direct market channels.

By establishing digital fluidity from Merchandising to Design to Development and Sourcing (of both Materials and Finished Goods), Good Products is now able to leverage their growing buying position on materials instead of being forced to suffer the pricing limitations of the Finished Goods manufacturers / factories. However, this required that the full Team at Good Products take on the challenge of working in a collaborative manner; which was enabled through the digital fluidity of their evolving PLM Based **SolutionScope**.

Stay tuned for the next phase of Good Products’ **Mind to Market** digital transformation ...