the Right Tool

Total Visibility through BlueCherry® PLM

MYX Inc. is a product design, development, and marketing studio that creates unique photo and wall frames, functional wall art, photo albums, scrapbooks, decorative storage and other home accessories for major national chains.

MYX, Inc.

Steve Pargman, Founder and CEO, MYX, Inc.

An accomplished industry innovator, Steve knows the home furnishings business from concept to development. While serving as president of his first frame business in Taiwan, Steve developed manufacturing approaches still in use today.

Ralph Skidmore, Founder and Partner, MYX, Inc.

An expert art director and stylist, Ralph has vast industry experience in assortment planning and product merchandising. As president of a $27 million business in the 1990s, he traveled regularly through Asia selecting and working with manufacturers.

The Challenge:

After 12 years of consistent growth, Steve Pargman and Ralph Skidmore, founders and partners at MYX, Inc., found that their teams were developing, managing and fulfilling tens of thousands of designs with several of the largest retailers in the world, as well as managing a multitude of supplier relationships — all through manual tracking in Microsoft® Excel®.

The process involved many hours of management overhead, multi-day lead times to find data and answer questions, and correcting human errors resulting in lengthy cycle times and missed business opportunities.

Why BlueCherry PLM?

The MYX team had a strong view on what was required: process visibility, data streamlining, and sales enablement. Unfortunately, none of the products previously tested could meet all of their specific needs. They sought a partner who would work with them to craft exactly what they were looking for.

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>
> - **Steve Pargman**, CEO and Founder, MYX

After an extensive evaluation, the executive team selected CGS's BlueCherry PLM solution. While reporting, style management, and some workflow tools were immediately available out-of-the-box, the team also worked closely with the BlueCherry PLM experts to reshape data elements, specific reports, and product flow to match MYX's specifications. The range of reports now available to the team was used to collaborate internally and with their suppliers and customers.

"We had specific needs for a solution to really revamp our whole business, and could not find anything ready off the shelf," said Ralph Skidmore, founder and partner at MYX, Inc. "We tried with another system for over a year and were unsuccessful. We were then introduced to CGS and it seemed they could be compatible to meet our needs. The team at CGS worked closely with us to shape the BlueCherry PLM product to give us the reports and information we needed in the most efficient way. Everything from the interfaces to the reports were under our control, and the results have been dramatic. We increased productivity, cut mistakes, and improved our professionalism and responsiveness to major customers. They went above and beyond for us, and the results show it."

Business Impact

The impact of rolling out BlueCherry PLM has been significant. Most noticeable are the quality-of-work enhancements: a team that used to run on Microsoft® Excel® now runs on an agile and intuitive PLM database. Finding orders changed from clicking through multiple files in a folder to dynamically searching and sorting.

Analytics like 'bestseller analysis' could now be completed live with customers – work that used to take several days to turn around in the past. The best impact, arguably, is that it has elevated the work and efficiency of the team – nine full time employees were once required for data entry; this work is now able to be completed by only two people.

- **Measurable Results:** 5x Efficiency Gain on Data Management
- **Efficient, Empowered Salesforce:** More efficient data usage leads to increased order volume
- **Informed Negotiating = Increased Revenue:** Past and competitive pricing now within immediate reach
- **Significant Influence on Product Development:** Accelerated and improved top selling designs, colors, etc for future product development
- **Time Saved**: Auto data-entry into spreadsheets eliminates human error
- **Instantaneous** item and order look-up

About BlueCherry PLM

BlueCherry® Product Lifecycle Management (PLM) is a best-in-class product lifecycle management solution, providing retailers and brands with the most integrated and comprehensive view of product workflows from concept to consumer.

In addition to core product data management (PDM), bill of materials (BOM), technical specifications and other commonly available PLM tools, BlueCherry PLM draws from its enterprise solution heritage to deliver a broader set of integrated line planning, design, product development, sourcing and production capabilities to meet the demands of today's rapidly changing marketplace.

CGS