



VORSTELLUNG

ptc[®] flex plm

Dörthe Palkus

Business Transformation Director

13. Mai 2025

PTC Confidential - Do not Distribute





Dörthe Palkus

Business Transformation Director



PTC: Power To Create

15+ Jahre bei PTC

- Diverse Kundenengagements in PLM-Auswahlprozessen, z. B. Burberry, M&S, Clas Ohlson, Kingfisher
- Erster Ansprechpartner für Kunden, z. B. C&A, adidas, Mammut, Lacoste

15+ Jahre in der Bekleidungsindustrie

- Leitung Organisation, Gerry Weber International
- Leitung Produktionsplanung & Steuerung, KEMPER, ESCADA Group
- Operations Lead für Design und Entwicklung, Cerruti 1881, ESCADA Group
- Bekleidungsingenieur, Mönchengladbach

AGENDA

- Kurze Unternehmensvorstellung (5 Min)
- Gesamtleistungsspektrum und Entwicklungsneuheiten (15 Min)
- Digitizing your Supply Chain Collaboration (10 Min)

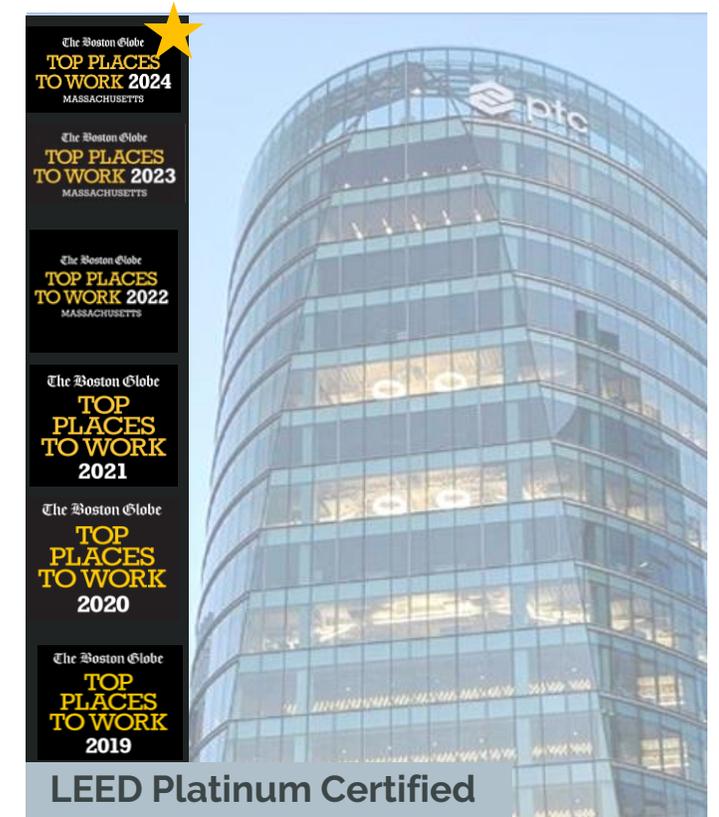
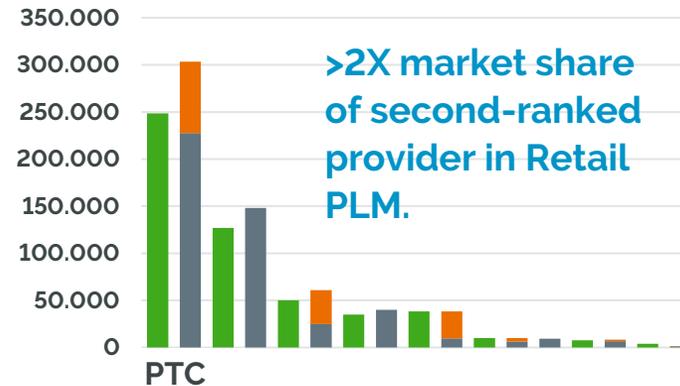
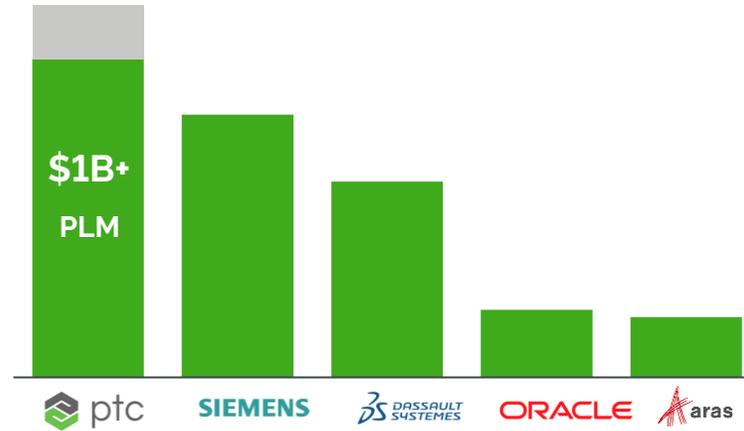


KURZE UNTERNEHMENS VORSTELLUNG

PTC DRIVES DIGITAL TRANSFORMATION

- ✓ **\$2B+** global software company with 7,000+ employees
- ✓ **\$20B+** market cap with institutional base forecasting growth
- ✓ **Digital Thread Portfolio:**
PLM – ALM - CAD – IOT – SLM – AR
- ✓ **Decades** of industry heritage & expertise
- ✓ **Top 2/3rds** of Fortune 500 RFA companies rely on PTC
- ✓ **2x market share** of #2 Retail PLM provider

GLOBAL MARKET LEADER IN PLM & IN RETAIL



Rated Best Place to Work in 19 Countries!

PTC'S RETAIL BUSINESS OVERVIEW

20+

Years leading the Retail PLM market

300K+

FlexPLM users

#1 Ranked

Retail PLM Solution by analysts

2X

More users than the #2 PLM provider

98%

Customer retention rate

Best PLM Solution



V13 Release
New UI/UX

Most widely
used Retail
PLM Solution

Most Secure
& Scalable
Retail PLM

Innovation
Award for
Flex Insights



The Worlds Top Brands & Retailers Use PTC FlexPLM



Retail Technology Innovation Hub: Innovation Awards 2024

Editor's Choice Award Winner!

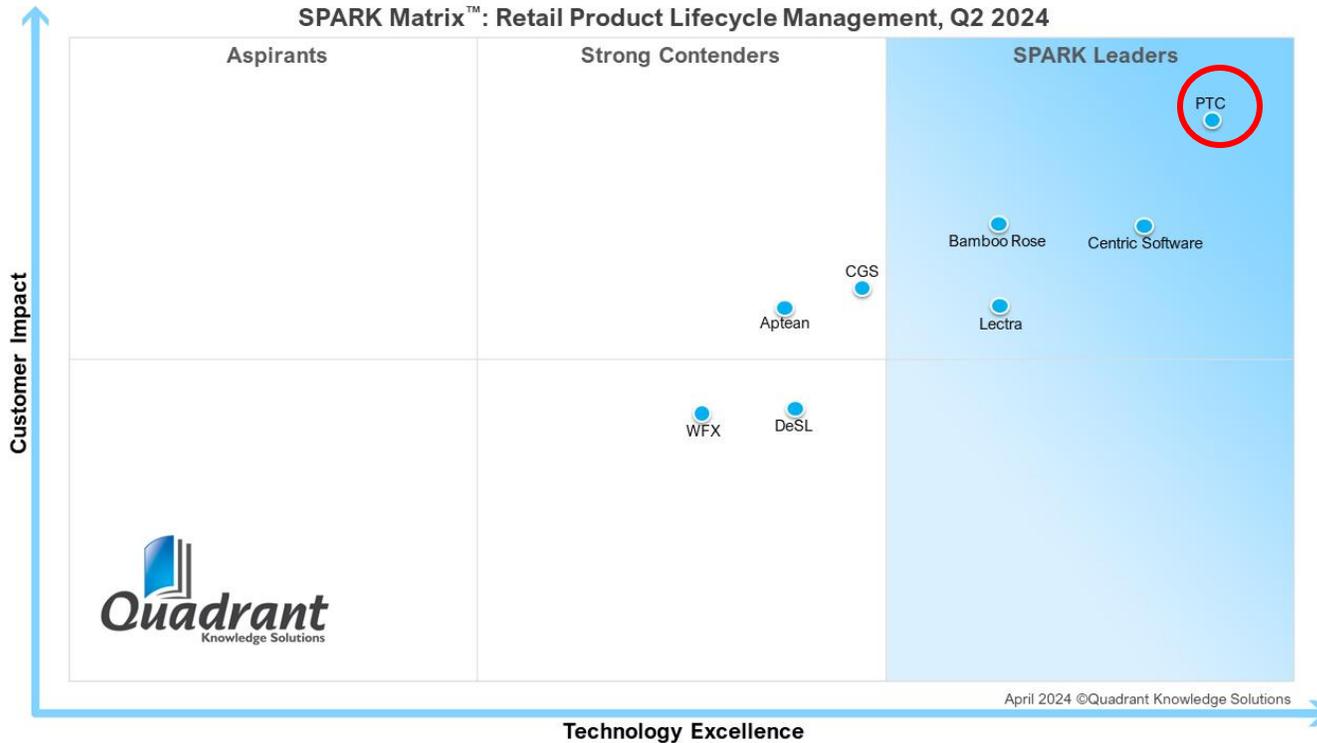


"Congratulations to PTC on winning the Editor's Choice Award! This recognition is a testament to their unwavering commitment to customer value and innovation. The entire team at PTC has showcased remarkable talent and relentless efforts in bringing a new solution to market to help brands and retailers unlock the power of their data to drive faster and better decisions. Well-deserved and truly commendable!"

- Scott Thompson, Editor & Founder, RTIH



PTC NAMED THE OUTRIGHT MARKET LEADER IN RETAIL PLM



PTC has been named the **outright Leader** in Quadrant Knowledge Solution's 2024 **Retail PLM competitive ranking** assessment.

Source: Quadrant Knowledge Solutions, SPARK Matrix: Retail Product Lifecycle Management, April 2024



“PTC IS **DIFFERENTIATED** BY THE **INDUSTRY'S MOST MATURE FULL SET** OF PLM FOR RFA OFFERINGS INTEGRATED WITH STRONG WORKFLOW CAPABILITIES **FROM IDEATION** AND STORYBOARDING, **THROUGH R&D, AND INTO** THE HANDOFF TO **PRODUCTION.**”





GESAMTLEISTUNGSSPEKTRUM / ENTWICKLUNGSNEUHEITEN

DIE ERFOLGREICHSTEN UNTERNEHMEN DER WELT RELY ON PTC VON DER PLANUNG BIS ZUM KUNDEN

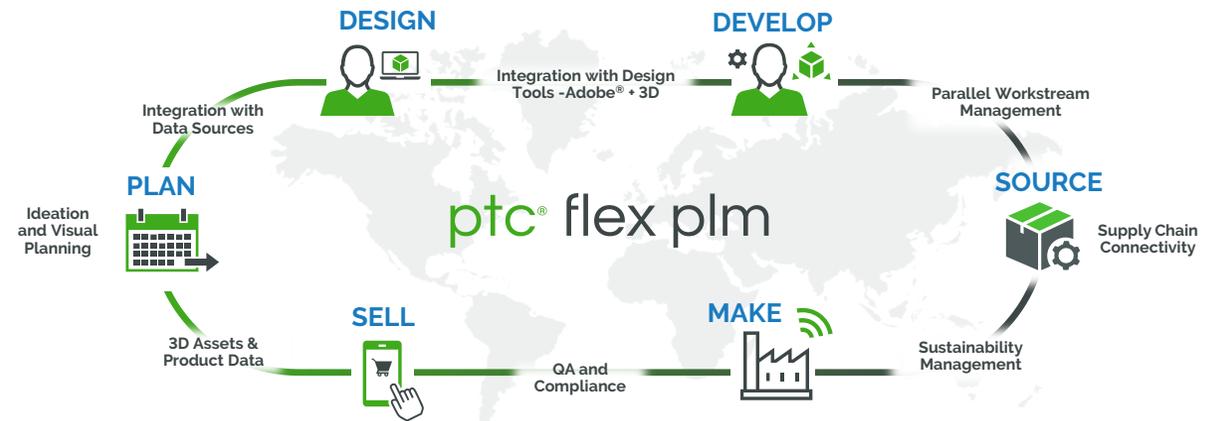
ptc® flex plm

UNSERE MISSION

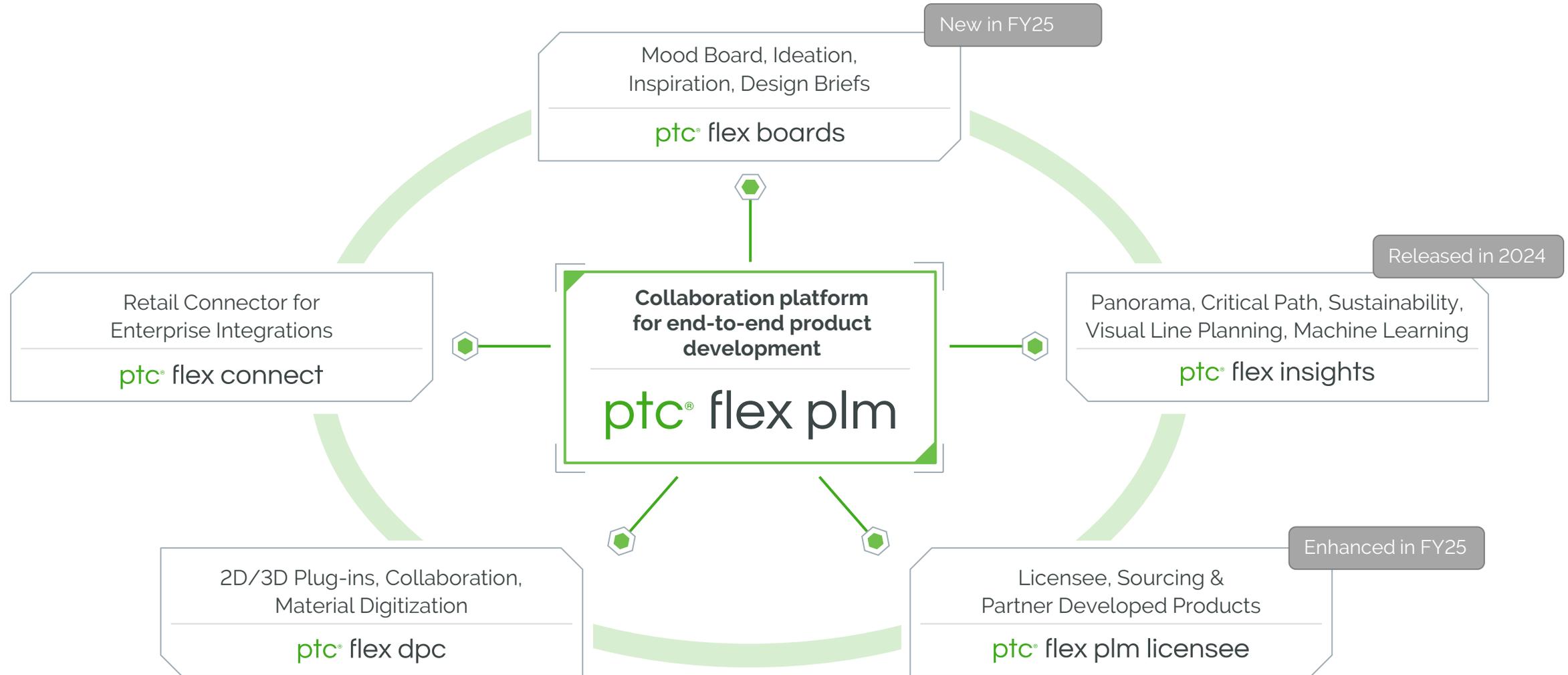
Den erfolgreichsten Marken und Einzelhändlern der Branche

Power To Create
zu geben, um erfolgreiche
Produkte schnell und effizient
auf den Markt zu bringen,
On-Time und *On-Trend*

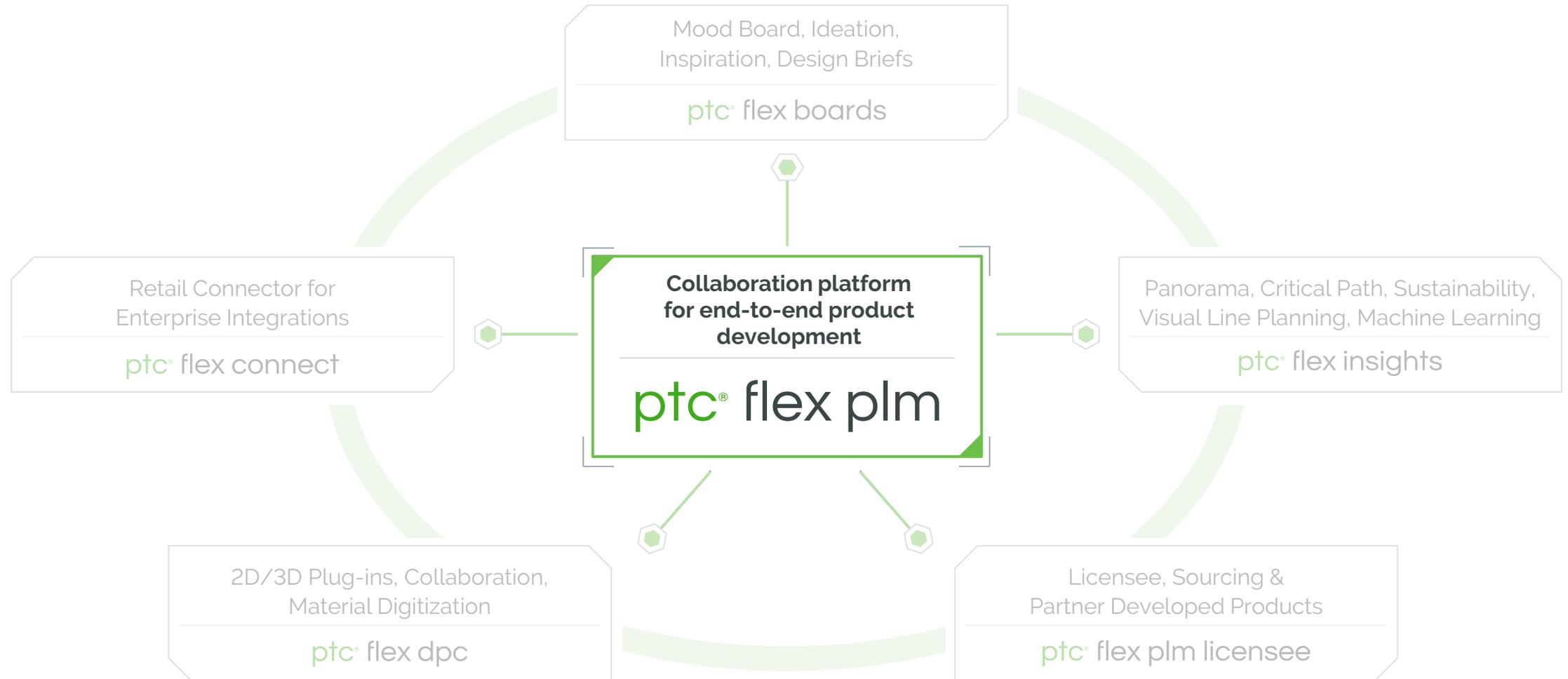
End-to-End Plattform mit Lösungen für aktuelle Herausforderungen
in der Fashion- und Retail-Branche



END-TO-END PLATFORM: RETAIL SOLUTION SUITE



END-TO-END PLATFORM: RETAIL SOLUTION SUITE



FLEXPLM ERFÜLLT MARKT-ANFORDERUNGEN VON RETAILERN



KOLLEKTIONSÜBERSICHTEN / LINE SHEET VIEWS

Line Sheet : Apparel Womens SP25

Run Save View Design: Summary Card Layout Filter Data

Collection	Product Thumbnail	Colorway Chips	Product #	Product Name	Group	3D Image	Photo	Subcategory	Product Status
					Athleisure (6)				
			135145	Basic Leggings				Leggings	PRE-PRODUCTION
			156326	Crew Neck Sweatshirt				Hoodie & Sweatshirt	DEVELOPMENT
			135147	Joggers					
			137787	Scoop Neck Tank					
			149498	V Neck T-shirt					
			156329	Zip Hoodie					

Line Sheet : Apparel Womens SP26

Run Save View Design: Summary Card Layout Total Cards: 25

Collection : Leisure (6)

Filter By :

Basic Leggings
 135145
 Bottoms
 PRE-PRODUCTION

Crew Neck Sweatshirt
 156326
 Tops
 DEVELOPMENT

Joggers
 135147
 Bottoms
 PRE-PRODUCTION

Scoop Neck Tank
 137787
 Tops
 DEVELOPMENT

V Neck T-shirt
 149498
 Tops
 DEVELOPMENT

Zip Hoodie
 156329
 Tops
 DEVELOPMENT

Collection : Outerwear (3)

Puffer Jacket
 126366
 Outerwear
 DEVELOPMENT

Puffer Vest
 158568
 Outerwear
 PRE-PRODUCTION

Two Button Overcoat
 501025
 Outerwear
 DEVELOPMENT

Collection : Separates (4)

PRODUKT-DATEN BEISPIELE

Create Product: Add to Apparel Womens SP26
Jump To: Save Cancel

Product Identification



Details
Specifications
Sourcing
Approvals
Documents
Processes

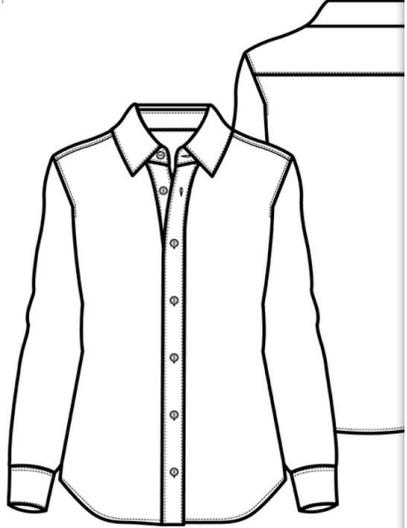
Visual Assets ★ ☰

Season (2)
Apparel Womens SP26
Source (2)
001 : AVA GARMENTS (Prima...
Specifications (1)
001 : #1322 (DEVELOPMENT)...
Colorway Name (4)
-- None Selected --

NEW
DESIGN
DEVELOPMENT
PRE-PRODUCTION
● COSTING
 PRODUCTION
DROPPED

001 : Design Card Detailed Design

Image page updateable from AI Plugin



Measurements ★ ☰

Season (2)
Apparel Womens SP26
Source (2)
001 : AVA GARMENTS (Prima...
Specifications (1)
001 : #1322 (DEVELOPMENT)...
Colorway Name (4)
-- None Selected --

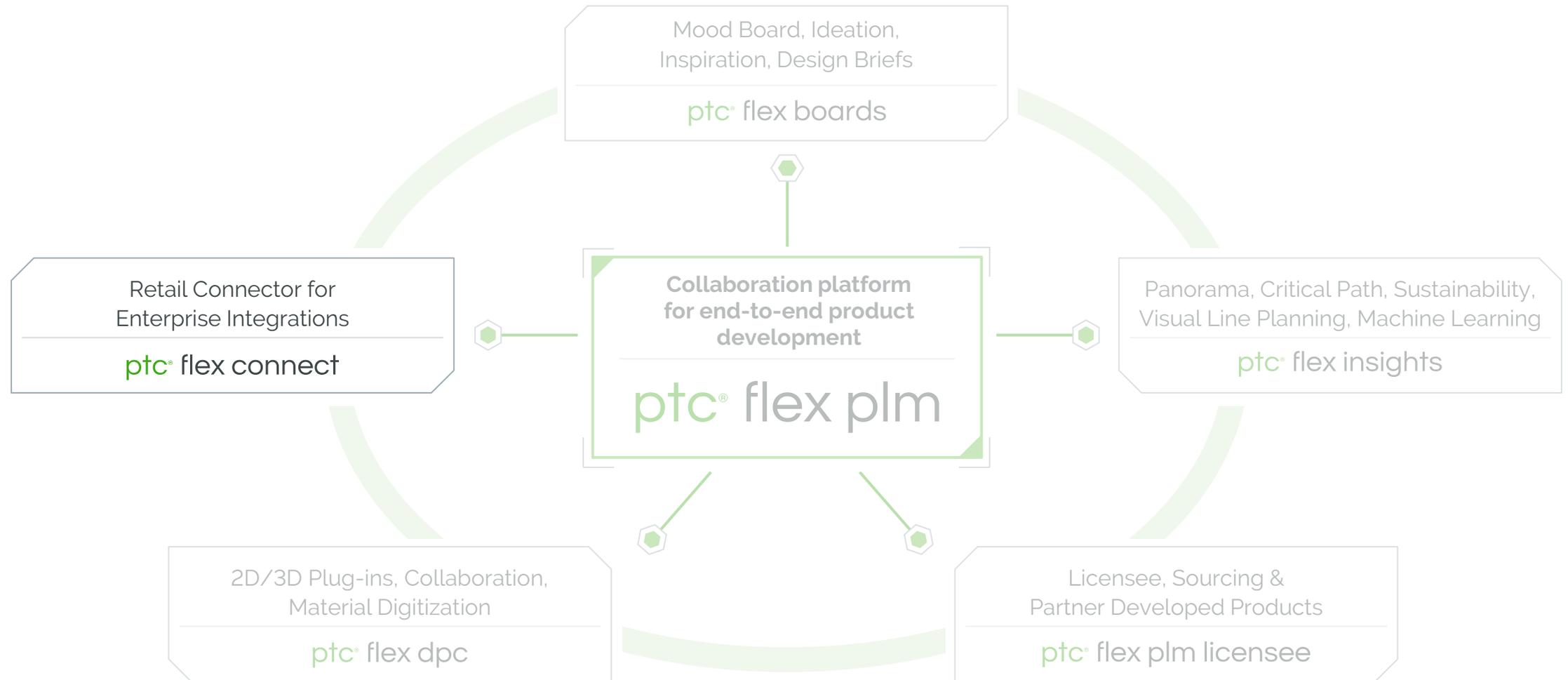
NEW
DESIGN
DEVELOPMENT
PRE-PRODUCTION
● COSTING
 PRODUCTION
DROPPED

➤ Measurement Display Options

Measurement Set
001 : Development
Sample Type
Product\Development\Fit
Request New Fit Sample

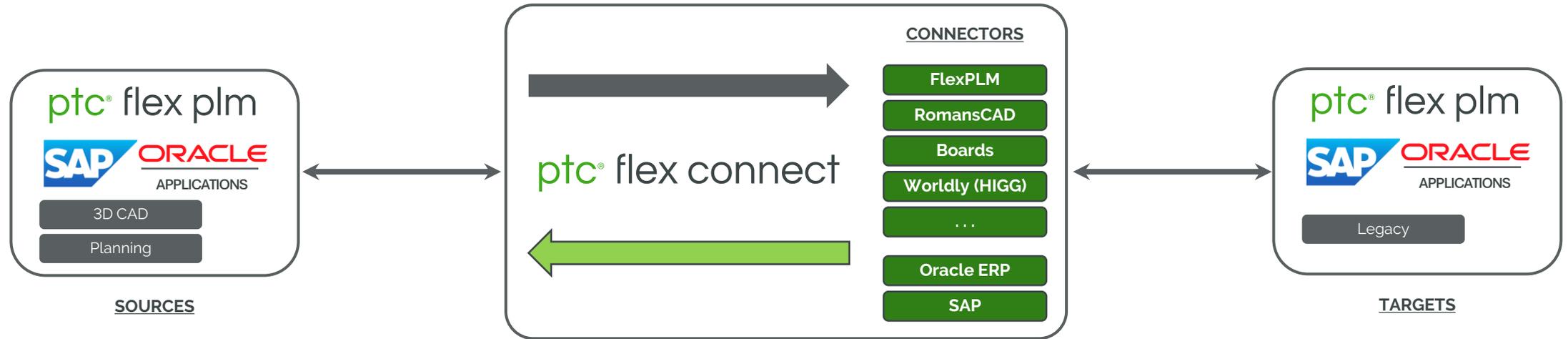
<input type="checkbox"/>	POM	POM Name	Criticality	Section	Tol (+)	Tol (-)	S	M	L	XL
<input type="checkbox"/>	AH01	ARMHOLE CIRCUMFERENCE: SET IN, FOLLOWING CURVE	Critical	Armhole	0.500	0.500	11.875	12.000	12.125	12.250
<input type="checkbox"/>	BU01	BUST CIRCUMFERENCE 1" BELOW ARMHOLE	Critical	Bust	1.000	1.000	11.500	12.000	12.500	13.000
<input type="checkbox"/>	FR01	FRONT LENGTH FROM HPS-STRAIGHT DOWN	Critical	Front	0.500	0.500	33.750	34.000	34.250	34.500
<input type="checkbox"/>	NK01	FRONT NECK DROP: IMG. LINE TO EDGE		Neck	0.125	0.125	2.250	2.250	2.250	2.250
<input type="checkbox"/>	NK03	BACK NECK DROP: IMG. LINE TO EDGE	Secondary	Neck	0.125	0.125	2.125	2.250	2.375	2.500
<input type="checkbox"/>	NK04	BACK NECK WIDTH: EDGE		Neck	0.250	0.250	3.625	3.750	3.875	4.000
<input type="checkbox"/>	NK07	MINIMUM NECK STRETCH CIRCUMFERENCE	Critical	Neck	0.125	0.125	12.250	12.500	12.750	13.000
<input type="checkbox"/>	SH01	ACROSS CHEST: 6" FROM HPS, SET IN		Shoulder	0.125	0.125	10.000	10.000	10.000	10.000
<input type="checkbox"/>	SH05	ACROSS BACK: 6" HPS, SET IN	Secondary	Shoulder	0.375	0.375	7.375	7.500	7.625	7.750
<input type="checkbox"/>	SH11	SHOULDER SLOPE	Critical	Shoulder	0.375	0.375	1.750	2.000	2.250	2.500
<input type="checkbox"/>	SL01	UPPER ARM CIRCUMFERENCE: 1/2" FROM UNDERARM, SET IN		Sleeve	0.125	0.125	37.875	38.000	38.125	38.250
<input type="checkbox"/>	WA02	WAIST PLACEMENT: HPS	Critical	Waist	0.375	0.375	20.125	20.125	20.125	20.125
<input type="checkbox"/>	WA04	WAIST CIRCUMFERENCE		Waist	0.375	0.375	19.000	20.000	21.000	22.000

END-TO-END PLATTFORM: FLEXPLM RETAIL SOLUTION SUITE



MAKE INTEGRATIONS EASY

ptc® flex connect



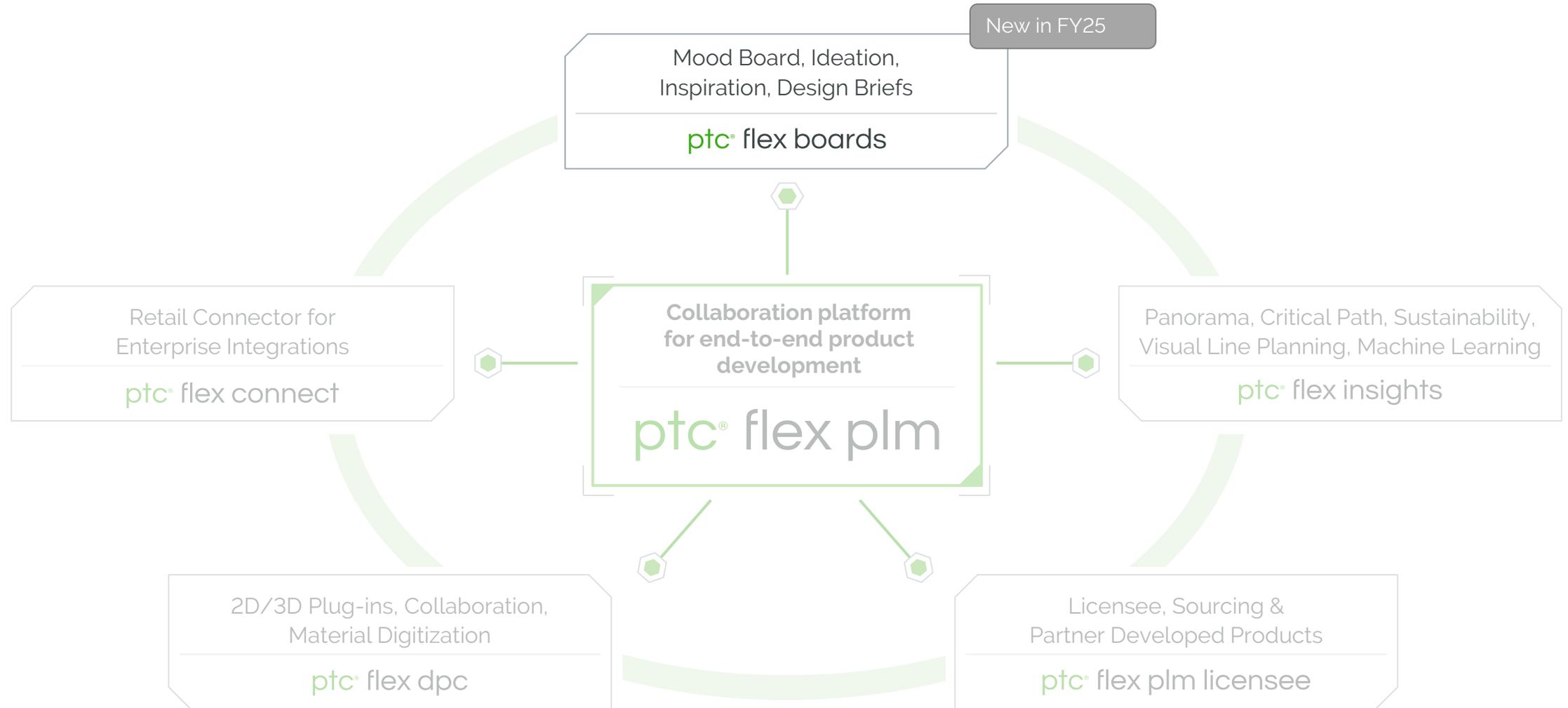
The screenshot shows the configuration interface for a mapping spec. The title bar includes 'Config' and a settings icon. The main area is titled 'MappingSpec' and is divided into three panels:

- FlexPLMSourceSystem-Product - Schema:** Contains a search attribute field and a list of attributes: schema Product object, publishToMaterial Publish? boolean, updatedFrom UpdatedFrom string, and updatedTo UpdatedTo.
- MappingSpec:** Contains a central area with instructions: 'Drag Item from left & drop here or Click here to add a placeholder', a 'Map Now' button, and 'Drag Item from right & drop here or Click here to add a placeholder'. Below this is a table of mappings:

productName	→	name	✕
designNumber	→	tempDesignNumber	✕
genderMarket	→	tempAgeClassification	✕
gapBrand	→	tempBrand	✕
- TESTV1111-TargetBusinessObject - Schema:** Contains a search attribute field and a list of attributes: schema Business Object\SAP Article object, tempBrand Brand string, updatedFrom UpdatedFrom string, and updatedTo UpdatedTo.

At the bottom of the interface, it says 'Chain Async Process'.

END-TO-END PLATFORM: FLEXPLM RETAIL SOLUTION SUITE



FLEXIBLE TO USE BOARDS

ptc® flex boards

Page 1 + None Selected Apply View Save Save and Check In Cancel

NEW Business Combinations with wide leg Trousers and smart Shorts

Pleats and wide leg shapes Jooging Style and Fabric Belts Straight

Page 3 + None Selected Apply View Save Save and Check In Cancel

Product Name: Belted Blazer
Colorway Name: Boysenberry
Colorway Status: PRODUCTION
Development Type: Create
Retail Price: \$199.00

Product Name: Button Down Shirt
Colorway Name: White
Colorway Status: DEVELOPMENT
Development Type: Flow
Retail Price: \$79.00

Product Name: Chunky Cardigan
Colorway Name: Cream Pearl
Colorway Status: DEVELOPMENT
Development Type: Repeat
Retail Price: \$199.00

Product Name: Two Button Overcoat
Colorway Name: Huckleberry
Colorway Status: DEVELOPMENT
Development Type: Tweak
Retail Price: \$199.00

Product Name: Wide Leg Trousers
Colorway Name: Boysenberry
Colorway Status: DEVELOPMENT
Development Type: Repeat
Retail Price: \$98.00

Product Name: Pleated Midi Skirt
Colorway Name: Huckleberry
Colorway Status: DEVELOPMENT
Development Type: Repeat
Retail Price: \$75.00

Product Name: Pencil Skirt
Colorway Name: Huckleberry
Colorway Status: DEVELOPMENT
Development Type: Repeat
Retail Price: \$75.00

Product Name: Straight Leg Trousers
Colorway Name: Boysenberry

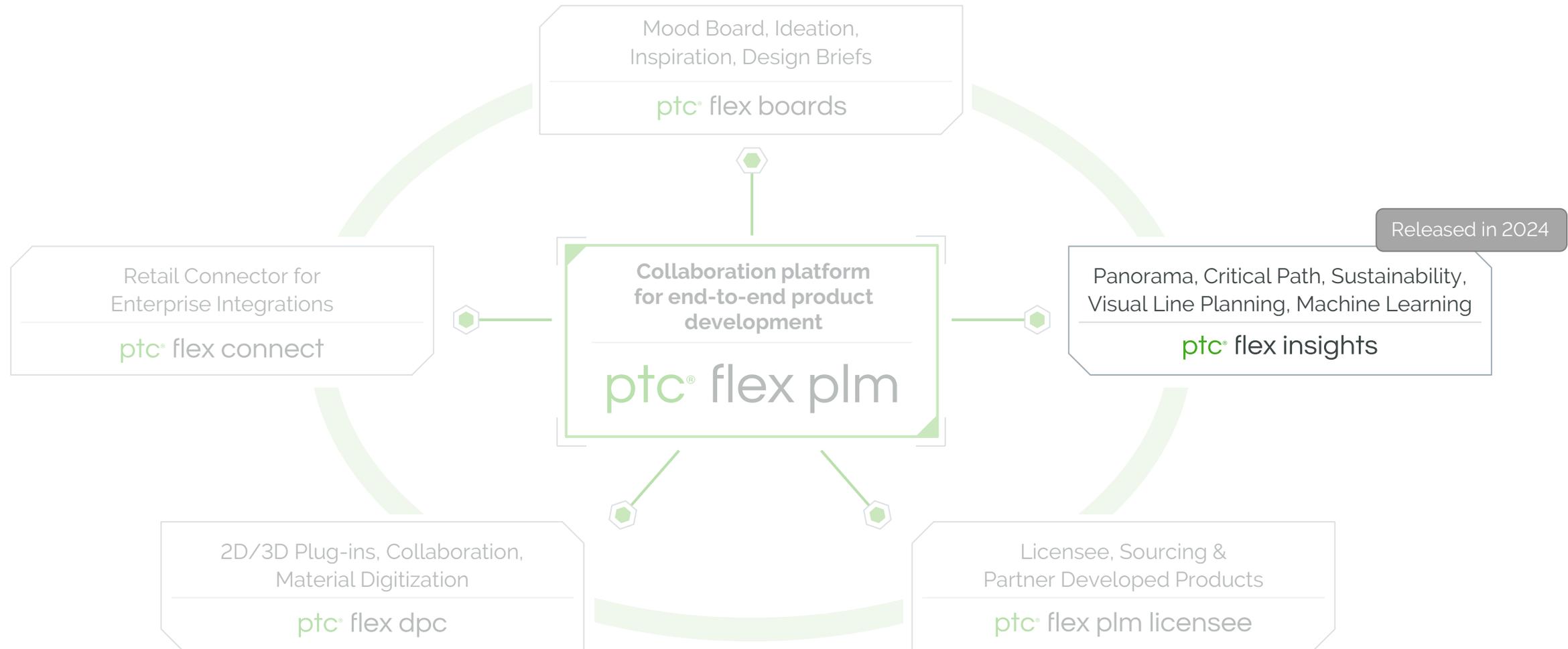
Product Name: Straight Leg Trousers
Colorway Name: Cream Pearl

Product Name: Straight Leg Trousers
Colorway Name: Huckleberry

Product Name: Straight Leg Trousers
Colorway Name: Opera House

Product Name: Tailored Shorts
Colorway Name: Huckleberry
Colorway Status: DEVELOPMENT

END-TO-END PLATFORM: FLEXPLM RETAIL SOLUTION SUITE



DASHBOARD BEISPIELE

Critical Path Management

Season
Apparel Womens SP25

Business
-- None Selected --

Brand
-- None Selected --

Market
-- None Selected --

Product Category
-- None Selected --

Product Subcategory
-- None Selected --

Product Manager
-- None Selected --

Product Search

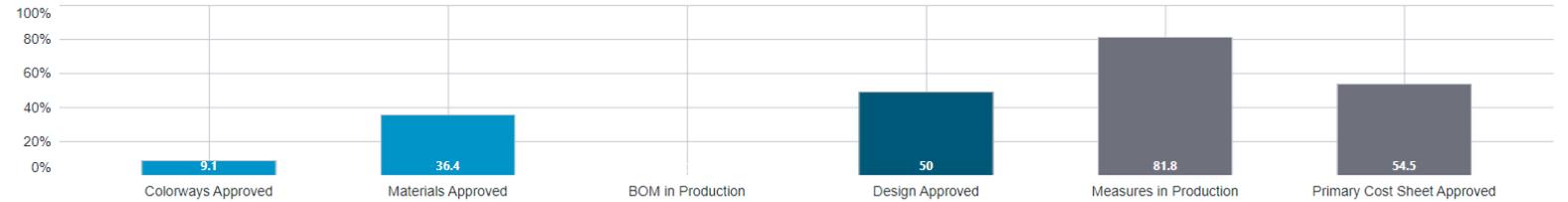
Last Update
2024-05-13 12:00:06.473

Summary

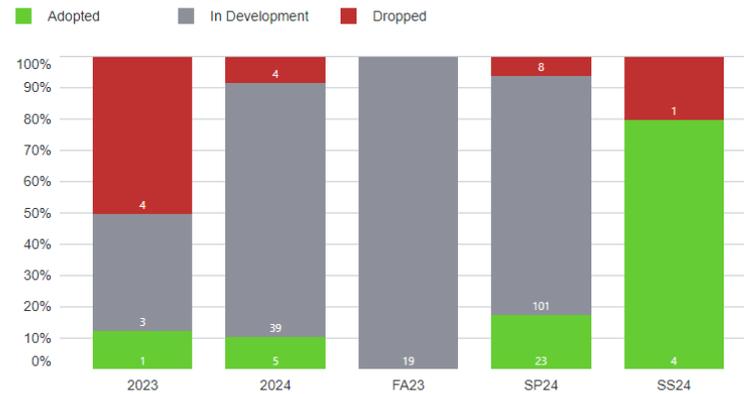
Products

	Product	Product Status	Product in Dev.	Colorways Approved	BOM Created	Materials Approved	Mat Suppliers Approved	Lab Dips Approved	BOM Completed	Proto Sample Approved	Costsheet Approved
	Basic Leggings	PRE-PRODUCTI									
	Belted Blazer	PRODUCTION									
	Button Down Shirt	DEVELOPMENT									
	Chunky Cardigan	PRE-PRODUCTI									
	Crew Neck Sweatshirt	DEVELOPMENT									
	Denim Jacket	DEVELOPMENT									
	Drape Front Top	PRE-PRODUCTI									
	Joggers	PRE-PRODUCTI									
	Moto Zip Jacket	PRE-PRODUCTI									
	Pencil Skirt	PRE-PRODUCTI									

Criteria Completion Percents



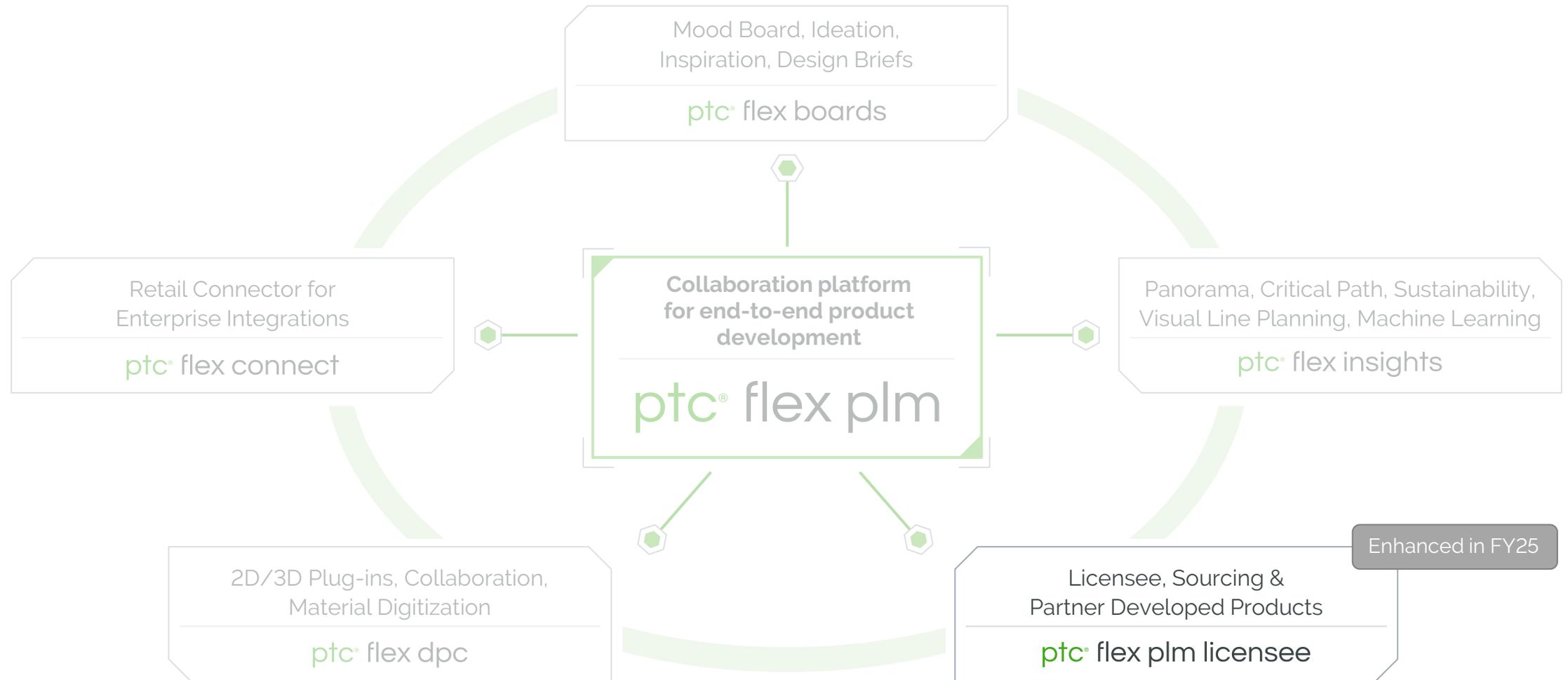
Product Adoption Status by Season



Product Adoption Rates



END-TO-END PLATTFORM: FLEXPLM RETAIL SOLUTION SUITE



SUPPLIER DEVELOPED PRODUCTS

ptc® flex plm licensee



Digital
Design
Briefing



Lieferant
entwickelt
Vorschläge

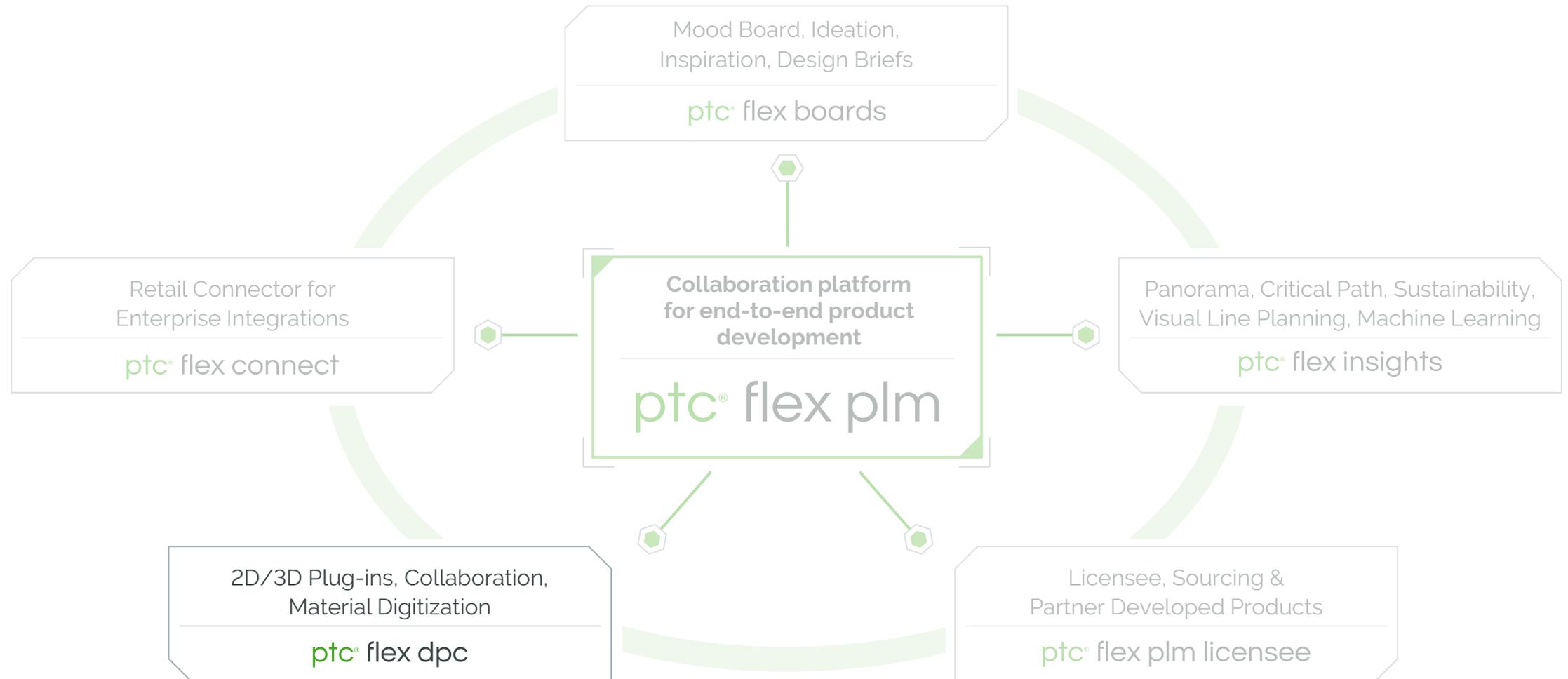


Review
&
Comments



Approval
&
Finalization

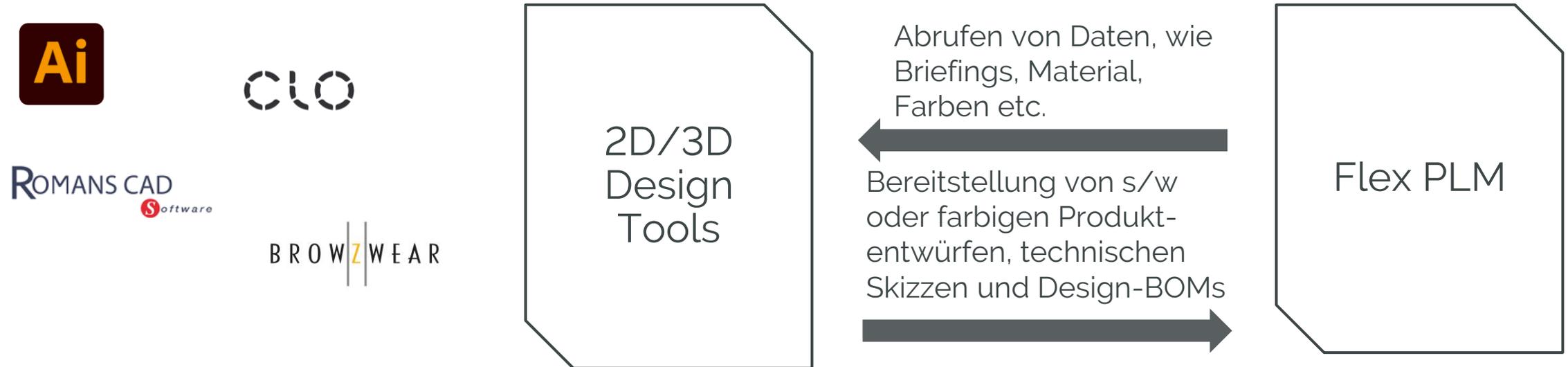
END-TO-END PLATFORM: FLEXPLM RETAIL SOLUTION SUITE



2D/3D DESIGN TOOL INTEGRATIONEN

ptc® flex dpc

- FlexPLM kann mit verschiedenen 2D/3D Tools integriert werden
- Anbindung über Plug-In oder Flex Connect (unsere Middleware)
- Das Anbindungsprinzip folgt grundsätzlich dem gleichen Konzept



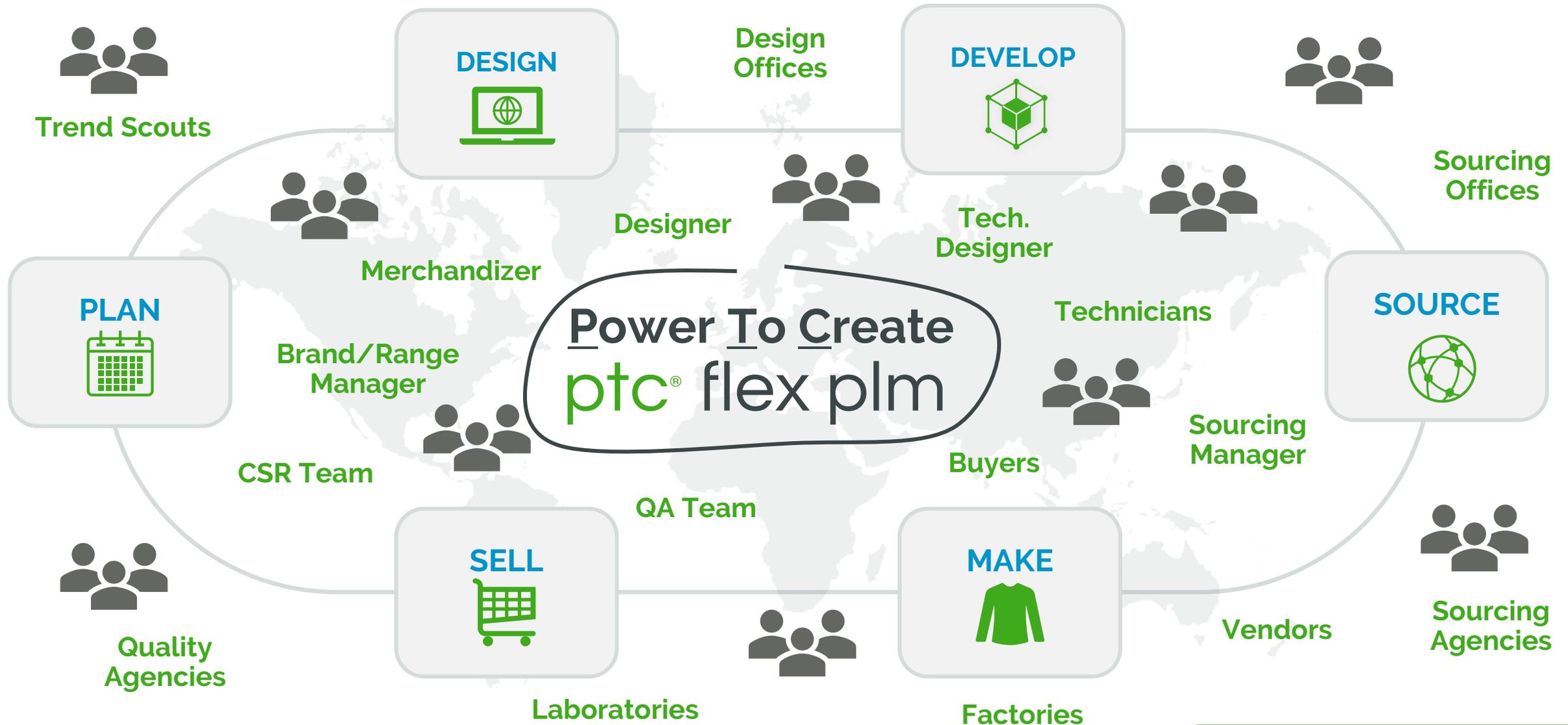


DIGITIZING YOUR SUPPLY CHAIN COLLABORATION

ABGRENZUNG DES THEMAS



VERSCHIEDENE KOMMUNIKATIONSPARTNER RUND UM PLM



VERBINDUNG DER KOLLABORATIONSPARTNER IN PLM



FACETTEN DER ZUSAMMENARBEIT IN PLM

Zusammenarbeit erfolgt in verschiedenen Ausprägungen im Produktlebenszyklus:

Kreativ/Operational – Analog/Digital – Intern/Extern – Informell/Formell

Phasen der Prozesskette



Informationstypen (Digitale Daten, Dokumente, physische Muster)



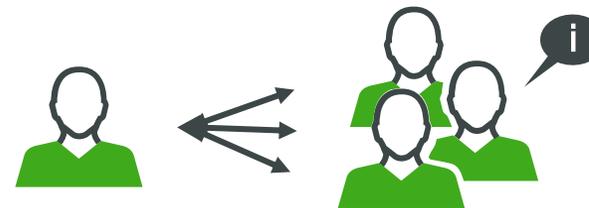
Formate der Zusammenarbeit & Berechtigungen



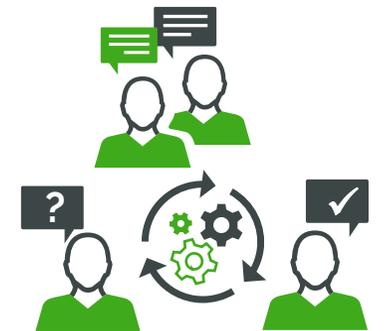
1 ↔ 1
Content-related



Time Stamp
& Username



1 ↔ n / Ping-Pong Communication
different Tasks / Data Access



Automatized via Workflow

KOMMUNIKATIONSBEISPIELE

▼ Detailed Comments

Product / Season

View

User	Comments	Entered On
Christine Rieger	Hi Nidhi, could you please check the BOM? We agreed on different buttons.	05/05/2025 6:27 PM GMT
Nidhi Sharma (GARMENT VENDOR)	Hi Christine, I replaced the buttons in the BOM as we agreed.	05/05/2025 6:32 PM GMT

🗨 Enter Comment

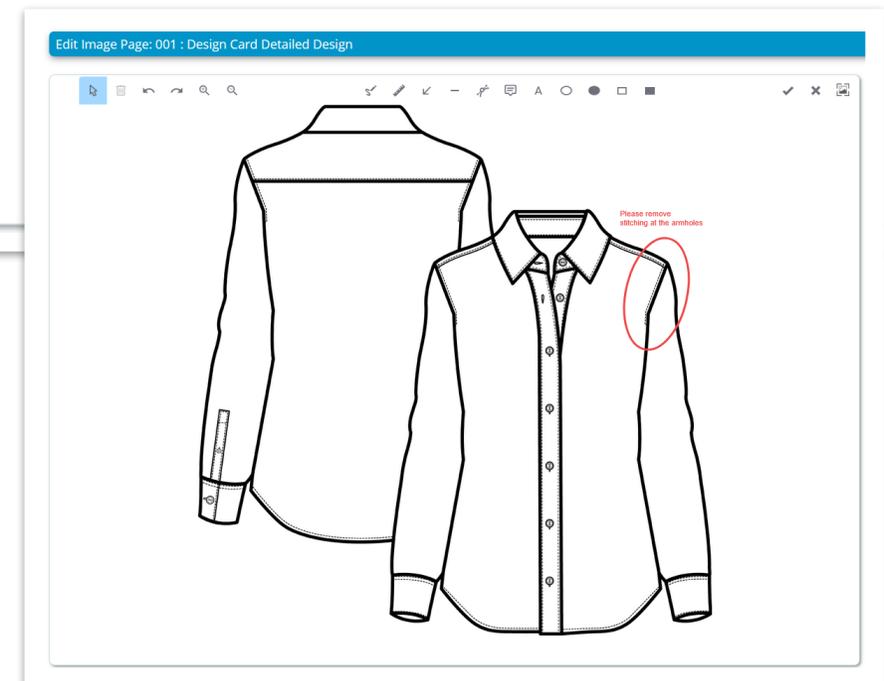
My Work

▼ Product Work Items Create New Product

View: Save Run Worklist Default Filter Data

Season Name	Product Thumbnail	Product #	Task Name	Product Status	Due	*Product Name	Product Access	Actions
<input type="checkbox"/>		165578	Development Prototype	DEVELOPMENT	05/31/2025	Blue Cuff Bracelet	Access	Complete Review
<input type="checkbox"/>		150999	Development Prototype	DEVELOPMENT	05/31/2025	Leather Bucket Bag	Access	Complete Review
<input type="checkbox"/>		150604	Specification Package	DEVELOPMENT	05/21/2025	Leather Mini Crossbody Tote	Access	Complete Review
<input type="checkbox"/>		150610	Development Prototype	DEVELOPMENT	05/31/2025	Leather Top Handle Bag	Access	Complete Review
<input type="checkbox"/>		150616	Specification Package	DEVELOPMENT	05/21/2025	Nylon Travel Tote	Access	Complete Review
<input type="checkbox"/>		150620	Specification Package	DEVELOPMENT	05/21/2025	Raffia Square Tote	Access	Complete Review
<input type="checkbox"/>		150621	Specification Package	DEVELOPMENT	05/21/2025	Small Canvas Tote	Access	Complete Review

Total Rows: 14 Filtered: 14



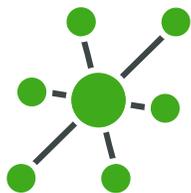
CHALLENGES

EINFÜHRUNG VON E2E-KOLLABORATIONSTOOLS



Initiale Kosten: Die Einführung von Lösungen zur nahtlosen und vollständig digitalisierten Zusammenarbeit erfordert eine sorgfältige Bewertung der anfänglichen Investitionskosten.

ptc® flex plm
Umfassende
Collaboration-Tools
im Standard



Integration: Die Einbindung neuer Systeme in bestehende Plattformen kann eine komplexe Herausforderung darstellen. Die Integrationsmöglichkeiten neuer Systeme in bestehende Plattformen sollten von beiden Seiten evaluiert werden.

ptc® flex connect
Vorkonfigurierte
Middleware erleichtert
Integrationen erheblich



Datensicherheit: Um sensible Informationen zukünftig noch besser zu schützen, sollte bei der Einführung neuer Systeme auch das Thema Datensicherheit berücksichtigt werden.

ptc® flex plm
windchill®
Branchen-
übergreifende
Data Security



BENEFITS

EINFÜHRUNG VON E2E-KOLLABORATIONSTOOLS



Verbesserte Effizienz: Der Einsatz digital vernetzter Collaboration-Tools optimiert Prozesse und reduziert Fehler, wodurch Ressourcen effizienter genutzt werden können, und die Produktivität gesteigert werden kann.

ptc® flex plm
Bewährte
Collaboration Tools
im Standard



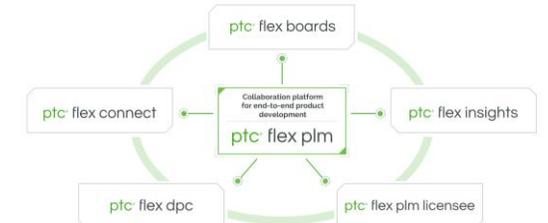
Beschleunigte Entscheidungsfindung durch relevante Echtzeitdaten und deren Verwendung in aussagekräftigen Übersichten und visualisierten Diagrammen. Predictive Analytics kann, basierend auf maschinellem Lernen und künstlicher Intelligenz, die betriebliche Effizienz zusätzlich steigern.

ptc® flex insights
Voll-integrierte
Dashboards mit unter
Einsatz von ML/AI



Effiziente Zusammenarbeit: Die durchgängige, nahtlose Digitalisierung der Kommunikation ermöglicht eine deutlich verbesserte Kooperation und Zusammenarbeit zwischen allen Beteiligten und führt so zu besseren Ergebnissen.

ptc® flex plm Retail Suite





Vielen Dank.

Bitte sprechen Sie uns
gerne an, wenn Sie mehr
erfahren möchten zur

ptc[®] flex plm **Retail Suite**

... und unserem
Power To Create Ansatz

Dörthe Palkus, dpalkus@ptc.com





THANK YOU

[ptc.com](https://www.ptc.com)

