

Cleversocks adopts Vision^{ng} fashion e-PLM to enhance critical path process management

Leading Birmingham sock supplier will improve communication, coordination, control and visibility to strengthen product lifecycle management



Cleversocks is a UK based, family owned company that has been in the sock business for 40 years. The company motto is 'quality comes first' and this has been both the guiding business principle and the driving force behind the company's success and growth. Producing for JCB, Pierre Cardin, Bramble and Thermasock, Cleversocks are leading suppliers of specialist socks from diabetic and industrial through to climate control.

With a growing customer base, larger range of styles, and relentless demand to get product to market faster, and more efficiently, Cleversocks recognised that their existing in-house systems and spreadsheets were likely to become an inhibitor to growth. Managing Director, Rajinder Rai, started the search for a system to support his business, with effective critical path management very much at the forefront of his mind.

Rajinder commented "We are proud to have built a successful business in which quality always comes first, but with continued growth, reducing lead times and increasing complexity, it became clear that we needed to update our processes and systems to retain our competitive advantage. It didn't take us long to identify Fast React's Vision^{ng} as a proven, fashion industry specific, easy to use solution that would be an excellent fit for Cleversocks."

Fast React's Vision^{ng} e-PLM will provide Cleversocks with the improved visibility, coordination and control they need to efficiently manage all of the key processes from design through to product delivery, and drive improved business performance. The solution will comprise of Product Manager, Costings, Tech Pack, Critical Path Management and Supplier Collaboration. At the very heart of the solution is best in class critical path management, which will provide the Cleversocks team with forward visibility of prioritised tasks, deadlines, early alerts and supporting information.

Stuart McCready-Stocks, Business Development Manager at Fast React Systems said "Having spent time with the family, it was very clear that they have a focused goal to streamline and improve business processes for their staff and customers. Getting to understand what challenges they faced through to how they work as a business was crucial to proposing the right solution and we look forward to work with Cleversocks to ensure they are getting the most from the system."