

Honey Lady



Client Overview

As one of the leading intimate apparel manufactures in Indonesia, Honey Lady has over 30+ years of experience in manufacturing intimate apparel. Having begun as a home industry in 1977 with just 5 sewing machines and 10 people, the company's founder and CEO Tonny Permana initially ventured into manufacturing bras for their own brands in Jakarta. Today, the company manufactures for global brands such as Victoria's Secret, JC Penny, Macy's and Khol's, with main export markets in Europe and the Americas.

Central to Honey Lady's future growth is visibility across their business functions, an element which was lacking within their rapidly growing organization. This meant enhancing their IT infrastructure with a robust system that could provide essential data for improved decision-making and strategic planning.

Summary

attune helped Honey Lady with an ambitious business transformation initiative aimed at re-engineering business processes and replacing a legacy system with SAP Apparel and Footwear Solution (AFS). The comprehensive solution is transforming a number of the company's key processes, and ensures that it supports the fast-paced growth the company is experiencing.

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Business Challenge

To maintain its impressive growth trajectory and to continue its international expansion, the company realized that it had to replace its existing ERP system with a more superior solution – SAP AFS. Getting SAP off the ground was challenging due to lack of buy-in from users based on their previous ERP experience. Nevertheless, the company was set on investing in an enhanced technical infrastructure and redefine business processes to specifically overcome the following challenges:

- » The company's legacy system was home grown and siloed with minimal integration among business functions - unable to adequately support future growth
- » Critical business information remained in spreadsheet based solutions, resulting in poor visibility for strategic planning
- » Lack of adherence to industry best practices to ensure standardization in processes
- » Lack of structured process controls for effective process optimization
- » The need for a framework to accurately execute product costing and profitability analysis
- » Data had to be manually entered for FI GL, which was maintained in a separate legacy system, resulting in data inconsistencies between FI and logistics



Moving to an Integrated, Robust System

A team of consultants from attune worked closely with the company to execute Honey Lady's ambitious plan and introduce SAP AFS as an integrated ERP platform across its organization. The project incorporated two of attune's pre-configured solutions: attune's pre-configured solution, attune Fashion Suite and the attune Pre-Order Costing Tool.

In implementing the SAP solution, attune looked at:

- » Standardizing an integrated software solution to support operations for further rapid growth
- » Support Honey Lady's new business model based on changes to the existing enterprise structure
- » Develop one integrated system across the group's manufacturing companies to ensure data consistency across all functions
- » Support Honey Lady's make-to-order based garment manufacturing operations
- » Facilitate re-structuring of the organization's processes to grant a higher-level of visibility and control

How attune Helped

The solution was implemented in view of flexibility and scalability. The model was developed to cover Honey Lady Group's internal supply chain with the implementation of SD, MM, PP and FICO modules. After a detailed blueprint, the team leveraged attune's pre-configured solution: attune for manufacturers template and best practices to accelerate the project implementation.

attune's structured collaborative approach helped the organization to successfully implement the solution within a period of 10 months - incorporating all business functions and processes including order-to-cash and procure-to-pay business scenarios.

Highlights of the solution include:

- » Deployment of an interface to Honey Lady's shop floor tracking solution to track sewing operations
- » Development of a barcode scanning solution for FG warehouse operations, supported by hand held PDA's for delivery and commercial invoice creation
- » Provision of a highly-effective automation tool for all master data using attune's Master Data Accelerator
- » Creation of multi-level bill of material (manufacturing) by leveraging the automation tool feature
- » Enablement of seamless production execution, with the help of attune marker and docket creation programs
- » Optimization and control of raw material warehouse operations through the creation of a customized solution for automated generation of cutting/sewing pick list with goods issuance to production shop floor
- » Development of a customized purchasing workbench to facilitate and automate Honey Lady's specific purchasing scenarios
- » Development of an ERP environment with global access, supported by the latest Microsoft platforms with features including Microsoft Hyper-V 2012, Microsoft Windows Server 2012 and Microsoft SQL 2012

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Business Outcomes

The newly implemented solution has been a vital component in supporting Honey Lady's future growth. Following the implementation, the company is realizing significant improvements in their operational efficiencies, visibility across processes and reporting capabilities. Specifically, the dynamic solution is helping the manufacturer to:

- » Achieve greater transparency, consistency and quality of business information to guide decision-making and reduce overall supply chain costs
- » Respond quickly and effectively to challenges and growth opportunities with efficient, harmonized processes that span business divisions
- » Optimize RM inventories and centralize procurement processes - all re-aligned with industry best practices
- » Improve FI month end-closing lead times with real time logistics movements updated in FI module
- » Leverage powerful reporting capabilities to perform root cause analyses

“ Through attune's professional consultancy and best practices, Honey Lady - as a group - has become more integrated and collaboration between departments are seamless. This has provided us with confidence to react quickly to market demand. ”
- Tonny Permana, CEO Honey Lady

About Us

attune is a team of trusted business technology advisors who work with fashion and lifestyle brands to transform their business performance. attune offers services across the fashion and lifestyle value chain, developing solutions that maximize competitive advantage, integrate and transform activities across people, processes and technology.



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