

CUSTOMER CASE STUDY

Tommy Hilfiger & Calvin Klein: How Every Angle ensured their systems migration was as stylish as their clothes!



As one of the world's leading premium lifestyle brands, Tommy Hilfiger delivers superior styling, quality and value to consumers worldwide. The brand celebrates the essence of Classic American Cool and provides a refreshing twist to the preppy fashion genre. In 2010, Tommy Hilfiger was acquired by the American Phillips Van Heusen Corporation (PVH). This New York fashion group has recently re-acquired Calvin Klein's European business operations securing its position as one of the largest branded lifestyle apparel companies in the world, with a diversified portfolio of iconic lifestyle apparel brands, led by Tommy Hilfiger and Calvin Klein.

Calvin Klein's migration challenge

Following the re-acquisition of Calvin Klein, it became imperative to get all of the different brand's business processes aligned properly. As Calvin Klein was not an SAP user, a complex project was initiated to transfer the huge data volumes from Calvin Klein's non-SAP system to the SAP industry solution Apparel & Footwear (SAP AFS) that Tommy Hilfiger uses. This migration posed a number of tricky challenges.

Data and Process Transparency and Quality

The Fashion Industry launches new collections to their consumers every season. These collections are represented by individual master data records in the system, and are used in all of their orders to whole-salers and retailers. Calvin Klein had to transfer all its transactional and master data to the SAP platform without losing any details, data quality or process quality.

Every Angle was able to provide an out-of-the-box solution to help with the migration of data from Calvin Klein's non-SAP system to Tommy Hilfiger's SAP system that:

- ✓ Maintained the integrity of the data
- ✓ Ensured that processes could still be executed with quality
- ✓ Significantly reduced the length of the SAP integration project
- ✓ Simplified the migration.

The Every Angle Advantage

Every Angle's ability to highlight data pollution and recognize disruptions and their root causes helped to minimize the risks associated with the data migration project, considerably increasing its effectiveness and efficiency.

Every Angle enabled the Tommy Hilfiger team to access and check the quality of the migrated data before it was released to the production SAP system, allowing for adjustments and ensuring customers were not impacted.

Every Angle was able to provide a full health check on the migrated data, checking to ensure that:

- ✓ Customer and material master data was populated and error free
- ✓ Ensure all data transferred from one system to another without issue
- ✓ Perform a series of checks on the integrity of sales orders (sales order quantities on size level, sales order prices, sales order types, etc. for the correct representation of Calvin Klein's order book)
- ✓ Check the completeness of the sales processes.

Every Angle's ability to extract the data automatically from the Tommy Hilfiger SAP system also made the need for an additional ETL (Extract, Transform, Load) tool irrelevant – saving time and money.



Tommy Hilfiger

Since its debut in 1985, the Tommy Hilfiger Group has become a US \$4.6 billion apparel and retail company by offering consumers a breadth of beautifully designed, high quality products including men's, women's and children's apparel, sportswear, denim, and a range of licensed products such as accessories, fragrances and home furnishings. Tommy Hilfiger today has become a global brand with strong recognition and a distribution network in over 90 countries and more than 1,000 retail stores throughout North America, Europe, Central and South America and Asia Pacific.



Tommy Hilfiger: Patrick van der Putten,
Director Supply Chain & Performance Management



Tommy Hilfiger: Rudy Boogaard,
VP Central Operations Europe

Results

Due to their extensive use of Every Angle, PVH was able to wrap up the SAP migration project in less than six months - on time and with the required level of quality.

As Rudy Boogaard, VP Central Operations Europe, Tommy Hilfiger, declared:

“ Without Every Angle, our SAP project would have been considerably more complex and more drawn-out. ”

Every Angle supported us with:

- ✓ master data checks before the Go-Live,
- ✓ ad-hoc process analyses during the Go-Live, and
- ✓ the early recognition of issues and disruptions after the Go-Live.

“ With Every Angle, we were able to respond to and deal with the issues that came up, we overcame problems before they escalated and identified problems before they arose. ”

Beyond the Migration

Once Tommy Hilfiger saw for themselves the power of Every Angle, most notably it's unique supply and demand matching capability, its usage was expanded in order to help their Supply Chain team enhance the overall performance of the business. They have been loyal customers and advocates ever since.



Every Angle Cross-process Self-service Analytics for SAP®

Every Angle's self-service, cross-process analytical capability empowers organizations with new levels of actionable insight - enabling them to **'know more and act faster'**. Every Angle provides real **understanding** of what is actually going on across the business (and why), enabling people to act early enough to **control** performance and drive significant financial **improvements**.