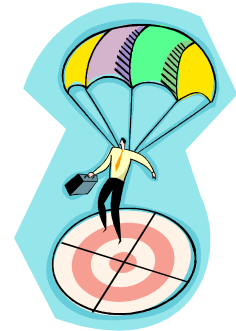


Advanced Planning System



VF Corporation

VF Jeanswear partnered with Sunrise to create synergies by combining people, procedures and systems, and implement a common supply chain planning system



“Sunrise was instrumental in the success of this implementation. We were able to benefit heavily from their strong project management, product knowledge, and industry experience”

John Schamberger, VP & Chairman
North and South America VF Jeanswear Coalition

Executive Summary

VF Jeanswear was attempting to merge two brand divisions, Lee and Wrangler, into a single, cohesive operating unit. The most important opportunity of this merger was to have the ability to use common advanced planning tools and techniques to manage the supply chain.

The key to making a successful transition of the merger and the implementation of an APS tool was a balanced approach in all phases, which involved; consistent involvement of key decision-makers throughout the entire process, extensive education of all key parties on both product and implementation process, definition of critical functionality and business processes, creation of data management tools and procedures, and management of technical issues.

VF Jeanswear realized various benefits; well-defined supply chain processes, improved capacity and inventory management tools, and tools to control and reduce manufacturing lead times and WIP throughout the supply chain. Speed, accuracy, and flexibility helped the company to reduce finished goods, WIP and raw material inventory and obsolescence.

Company Profile

VF Corporation is the world's largest publicly owned apparel company with leading brands in jeanswear, intimate apparel, knitwear, and specialty apparel. VF employs 64,000 people and has annual sales of approximately \$5.7 billion. The company's goal is to be the world's most responsive apparel company.

VF Jeanswear division owns well known brands like Lee, Wrangler, Rustler, Riders and Britannia, Chic, and Gitano. Jeanswear division holds more than 25% of the U.S. jeans market.

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Business Requirements

Today, supply chain management is converging to generate new profit and growth opportunities. Realizing these opportunities, however, often requires changes to fundamental business models and operating approaches.

VF Jeanswear was attempting to merge two brand divisions, Lee and Wrangler, into a single, cohesive operating unit. The most important opportunity of this merger was to have ability to use common tools and techniques to manage the VF Jeanswear supply chain. Individuals within each organization had their own ideas of how to most effectively manage the supply chain. The adoption of common supply chain management practices was vital to the successful implementation of a specialized advanced planning and scheduling software. The challenge was to make simultaneous changes affecting people, processes, and systems to create synergies and the resulting benefits.

Sunrise Solution

VF Jeanswear selected Sunrise as its partner to lead the definition, development, and implementation of business processes in newly formed business unit and integrate them with i2's Supply Chain Planner tool. Recognizing VF's business, culture, and people and integrating these elements was important both to the strategic design of the model as well as the development of the business processes needed to produce, implement, and support the final solution.

VF Jeanswear's supply chain model was recognized as one of the largest and most complex models ever undertaken by i2. Sunrise's technical product expertise aided the timely design of an effective, yet efficient model that took advantage of the software's capabilities and provided the right solution. *"Sunrise was instrumental in the success of this implementation"* said John Schamberger, VP & Chairman, North and South America VF Jeanswear Coalition. *"We were able to benefit heavily from Sunrise's strong project management, product knowledge, and industry experience"*.

The key to making a successful transition was a balanced approach with an attention to detail in all phases, which involved; consistent involvement of key decision-makers throughout the entire process, extensive education of all key parties on both product and implementation process, definition of critical functionality and business processes, creation of data management tools and procedures, and management of technical issues.

VF received the inaugural award for excellence in innovation due to its achievement in implementing i2's Supply Chain Planner. *The Ken Sharma Award for Excellence* honors the best practices in supply chain optimization. Three winners are selected annually from more than 1,000 eligible i2 customers.

AT A GLANCE

Company web site	www.vfc.com
Industry	Apparel
Headquarters	Greensboro, NC
Services by Sunrise	Strategic Consulting APS Implementation

Benefits

VF Jeanswear realized various benefits; well-defined supply chain processes, improved capacity and inventory management tools, and tools to control and reduce manufacturing lead times and work in process throughout the supply chain. Speed, accuracy, and flexibility helped the company to reduce finished goods, work in process and raw material inventory and obsolescence. Additional benefits were increased sales through improved customer service, reduced warehousing cost, and shorter planning cycles.

For more information, call Mike Pereira at (336) 722-6741 or visit www.sunriseconsult.com