

# PLM: What it Means to be *Lean and Green*

*Reducing waste for the betterment  
of your business and  
your world*



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**BMS**

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*PLM: What it Means to be Lean & Green*



In today's climate—both economic and environmental—we as businesspeople are feeling the heat more than ever to make thousands of dollars in cuts in order to stay afloat in this floundering economy and to “go green” to aid in the preservation of the Earth's dwindling resources. And fortunately, most of us are heeding the call.

But should it really take another Great Depression or a rapidly expanding hole in the ozone layer to force us to make these irrefutably beneficial changes for the betterment of our businesses?

Karina Kogan, President of Business Management Systems (BMS)—an established provider of product lifestyle management solutions catering exclusively to the apparel,

textile and sewn products industries—says no.

“If there is a way our businesses can be better—less costly, more efficient, effective, streamlined, profitable—why aren't we doing things that way already?” says Kogan. “And becoming environmentally conscious—‘going green’, reducing waste—these things are not only beneficial to the world we live in, but to our businesses as well. By cutting back on what we use and eliminating what we don't, we only save our companies more money and create less work for ourselves.”

Inconsistencies and miscommunication can cause unnecessary chaos in even the most well-structured company. While all of the individual elements of the business may be working, they don't necessarily work together in the best way possible.

“All too often in the business world, lines get crossed the left hand doesn't know what the right hand is doing,” says Kogan. “People don't understand how they can be working so diligently and yet somehow there are still gaps left unfilled.”

We all know we need to make our businesses leaner and more efficient,

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but few of us know how to go about it. Those of us who are hesitant to make these kinds of changes may simply be getting overwhelmed by the “big picture”. The idea of essentially reformatting the fundamental way our businesses function may seem a daunting task, if not an impossible one.

This is the precise reason that companies such as BMS have developed specialized product lifecycle management (PLM) software solutions which allow the user to synchronize an entire business from design to delivery, as well as streamline all processes, save money, maximize efficiency and profitability—all while minimizing clutter and paperwork for an increasingly paperless and more eco-friendly company.

But unlike the sudden wave of expense-cutting, eco-friendly products that have quickly flooded the market in recent months, the PLM software solution was ahead of its time, and is only just reaching its heyday because of its ever-increasing relevancy in the modern market.

“The idea of PLM software has existed in some form since the mid to late 1980’s,” says Kogan. “BMS alone

has been supplying PLM solutions for almost 15 years now. But because of the state of the world today, more and more businesses are coming around to the idea of a pre-existing system that can save them money, labor and even paper.”

### *WHAT IT MEANS TO BE LEAN*



You can think of PLM as a customized diet plan for your business—implement the system and you *will* trim the fat.

The money-saving theory behind PLM is not that necessary elements of a business be scaled back or have limitations placed on them, but that unnecessary waste be eliminated, whether that waste be money, time, labor or supplies.

“It’s a classic instance of ‘Waste not, want not’—you save money by paying only for what you use,” says Kogan, “PLM simply facilitates that.”

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BMS delivers a modular PLM system called VerTex in which the business owner can pick and choose from a wide array of focused “toolboxes”, allowing each individual company to customize its PLM program to suit its unique needs.

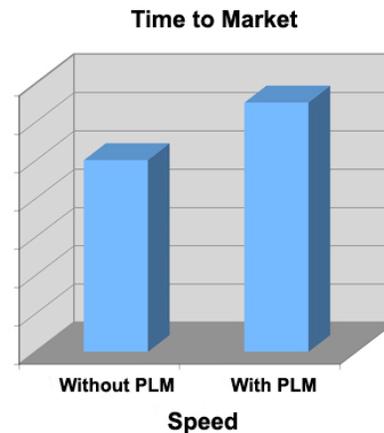
“I believe that PLM is crucial for the growth and health of any successful business, but especially in the apparel industry where a business’s needs are so distinctive,” says Kogan. “This industry is so unique; a generalized PLM system just won’t cut it.”

In this way, the specialized PLM system breaks a business down into its essential elements, compartmentalizing operations for maximum ease of management, while helping all of these separate elements to work in tandem in order to create a seamless and streamlined business model. Every employee can have access to this single uniform database of information, facilitating and improving crucial interdepartmental communication and keeping everyone on the same page.

In Kogan’s experience, by implementing a PLM system, clients have significantly reduced their production costs and operating expenses,

and accelerated their time to market by at least 30%.

So what does it mean to be lean? Think of it as being completely streamlined—functioning at maximum efficiency and profitability without wasting money, time or materials. A reality made possible by PLM.



**VerTex PLM increases time to market by at least 30%**

### ***WHAT IT MEANS TO BE GREEN***

Piles of unnecessary paperwork, over-ordering of raw materials, over-production, multiples of samples and swatches—all of these elements contribute to the waste of paper, fabric, and other resources in the apparel industry. All too often, the surplus is scrapped, bypassing recycling bins and donation centers, and simply goes to waste.

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“While dealing with surplus in a responsible manner is crucial, in the PLM industry, we aim to avoid such waste in the first place, starting from the ground up,” says Kogan. “You don’t need to figure out what to do with your waste if you don’t generate any.”



By consolidating all of your businesses operations into one easy-to-use database, PLM makes it possible to take stock of precisely what you have, what you need and how much at a glance, allowing for optimum inventory control and taking the grunt work out of accurate planning.

“Without PLM, it is so easy to get overwhelmed, and you may over-order on purpose just to make sure you have enough of what you need,” says Kogan. “But when it comes to preserving resources and reducing waste, less is more.”

This principle particularly applies when it comes to paperwork. One of the benefits of implementing a

PLM system is that all employees can have access to one uniform database of information, eliminating the need to print out and photocopy dozens (or even hundreds) of memos, agendas and reports.

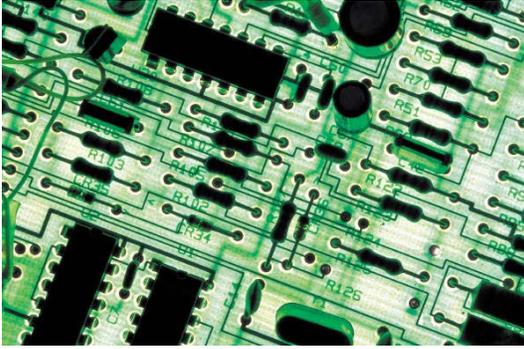
In a corporate setting, you may not think twice about photocopying hundred-page documents, reports, or information packets for each of your 200 employees. In reality, you’ve used up almost a whole tree for that one item of paperwork. Consider how much you could potentially use in one year—the numbers are truly staggering.

“ ‘Going Green’ shouldn’t be about drawing a larger demographic or shedding a better light on your company,” says Kogan. “It’s really about eliminating this tremendous amount of waste that is not only harmful to the environment, but detrimental to your business as well.”



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### LEAN, GREEN PLM MACHINE



Fortunately, a lot of the same principles that will make your business *leaner* will also help to make it *greener*—the simple concept of avoiding the generation of waste of any kind saves paper, materials, money and time.

The concept may be simple, but without a PLM system, the implementation is not. The labor alone that it would take to plan and execute a total overhaul of your business's day-to-day operations would be so time-consuming that it would negate a lot of the benefits of your efforts.

A PLM program does the bulk of the work for you. All you need to do is input your business's data into a preformulated, proven system. The research and labor has already been completed by industry professionals and software experts, making it so simple to implement the material and money-saving changes necessary to improve the

climate of your company and your world that there is no real reason for hesitation.

“Like anything in business, PLM is an investment,” says Kogan. “What sets it apart is that it is an investment which, once implemented, will continue to save you money, time and materials indefinitely. It’s one of the smartest and surest investments you can make for the future of your company.”



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