CLIENT

RAWLINGS USA

Rawlings is the number one brand and leading supplier for baseball. No matter if it's about bats, gloves, balls or protective gear.

TASK

The product engineering is based in the US headquarters in St. Louis and all design and product strategy related decisions are being made there. As usual in todays sporting goods industry the most of the products are manufactured in the Asia Pacific Region.

Not only the language, time zone and cultural differences need to be managed. Products come with many specific details, some are changed frequently due to ongoing optimization of the products and these changes come along with additional require-ments for material specifications, handling and manufacturing details.

The parties product development, manufacturing, quality control, transportation and last but of course not least the sales and marketing need to keep track on whats the details and current valid specs of the different products.

While there was some specific tool for each part of the whole process like design in 3D software, account manage-

ment by CRM plattform, specification listing and cost breakdown in Excel, marketing material by illustrator, communication by the email client the extract of all this work was only shared by sending the files around or putting them on some shared drive.

Solutions like collaboration software (Sharepoint) were helpful in some cases to share and edit documents, update file versions or create some hierachy in the validation processes.

But overall this still made many manual steps necessary to assign and update data to the specific adresses and again extracts of the work needed to be transfered manually.

Normal worklife comes along with situations like employess currently unavailable or leaving the company, high workload can cause human errors and the vertical extraction of data can become a big hassle when the data for a product is stored in different places.
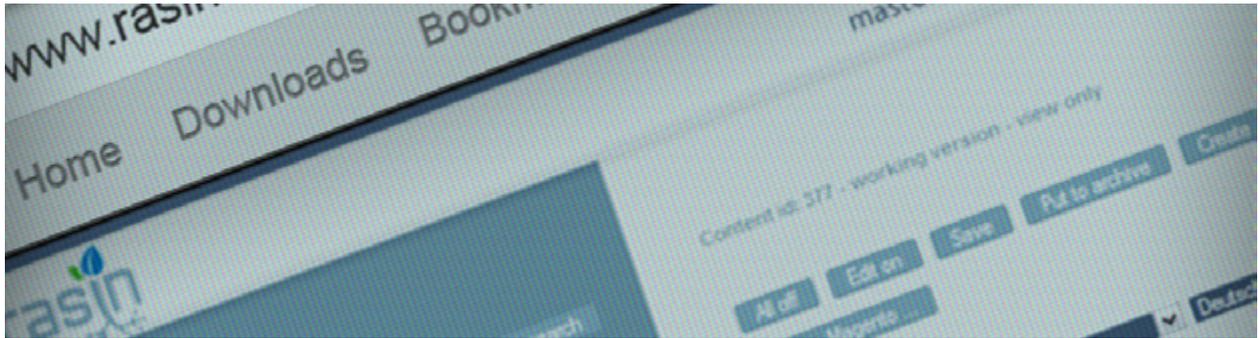
So there were the typical problems coming along. Subcontractors used the wrong version while producing goods, quality control teams did not check according the latest specs, product Informations and descriptions released by marketing to the press did not match what was coming from the production and many other issues. Many misunderstandings needed to be fixed, managed and finally to be financed.

SOLUTIONS

The product data management tool was the missing link everyone was looking for. While the other software systems handle many things that are task specific (ERP, CRM, Sharepoint ECM, DMS Systems, Design Software, CAD) none of them handle the full de-

tails of the product. More or less they handle a part of it but no automatic update took place if one thing was changed that effects others.
You could say there was all the meat but no bones to stick it on and even there was a physical employee called

product manager he never had some tool to manage the full product.

Implementing Rasin MDM changed this situation. Today all product related data takes place in <u>one</u> place and comes from there as the root to all other systems. Product related approvals of status, version and all data validation is managed by a clear process and if some change is taking place the system pushest he update into the specific software application without any delay.
Responsible users get notified of what is changed and no frontend applica-

tion (Webshop, datasheets, manufacturing BOM and production tools...)

Today the system handles the different product categories and unifies all product data in one source while no information can get lost, - all versions and status of the past are recallable and all changes are firmly tracked and changes are recorded clearly.

All other systems used can refer to the data in the MDM and all frontends are kept up to date. Vertical Extraction of this big data solutions is as easy as its use and implementation is.

CONTACT

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