



# Success story of a multi-state Apparel Manufacturing

## Case Study

Seamlessly Integrating Core  
Business Processes with  
Accellar

# The Client

**Customer:** Original Apparel (Pvt) Ltd.  
**Size:** 1300 employees  
**Capacity:** 450,000 pcs per month  
**Country:** Sri Lanka  
**Industry:** Apparel

Original Apparels is an Italy-Sri Lanka joint start-up with an apparel manufacturing capacity of 450,000 pieces per month. The growing company currently has three production plants across Sri Lanka employing 1300+ employees.

Original Apparel has invested in industry-leading technologies such as Lectra computer-aided manufacturing to save time, minimize fabric waste, and to lower production costs.

The client's product portfolio includes tops, dresses, skirts, blouses, t-shirts, joggers, nightwear, hoodies, and jersey bottoms which are manufactured for high-end customers as Original Marines, C&A, Marks & Spencer, YAMAMAY, Debenhams and Charles Vögele.

With growing opportunities and high demand, the client anticipated the rapid expansion of their product capacity to 1.1 million pieces by the end of 2017.

## The Business Challenge

The client started their operations in September 2015 as a startup and wanted to accelerate their operations by implementing a reliable solution within a short time. The client also wanted their workforce accustomed to a spreadsheet-based solution to get on board with the new system as soon as possible. Thus, the client was looking for an easy-to-learn, simple solution. The spreadsheet-based solution caused a number of problems.

- Unreliable data - The unsolicited changes to the data led to unreliable information in many instances. This prevented the management from making solid decisions.

- Reconciliation discrepancies - Without an automated procedure to perform inventory reconciliations, inventory had to be reconciled manually.
- Duplication of reports and contracts
- Calculation errors
- Exceeding purchase orders
- Limited coordination - Different departments communicated manually often requiring the personnel to communicate via telephone and even in-person. This consumed a lot of time.

As a new player in the apparel industry, financial stability was of utmost importance to the client. As a result, the client was looking for a low-cost solution catering to supply chain operations

## Our Solution & Approach

Original Apparels chose Accellar, as it was designed to keep the unique needs of apparel manufacturers and exporters in perspective. As the client was a startup, the implementation team had to rethink the way they approached the implementation.

### Process Mapping

In the process mapping phase, the implementation team closely worked with Original Apparel business users to standardize and streamline the operational processes involved in apparel manufacturing. An AS-IS study was conducted to understand the existing processes.

### Habituating Accellar

The client wanted Fortude to implement all modules of Accellar, which includes Merchandising, Cost Accounting, Inventory, Manufacturing, and Shipment modules, which were customized to align with the client's business processes.

The implementation team successfully overcame the challenge of centralizing the data scattered across different platforms. The solution was implemented within three months at the client site in Horana, Sri Lanka which was followed by end-user training.

## Impact

Accellar implementation benefitted the operations of Original Apparels in many ways.

### Reliable Data

The new system provided complete visibility to the changes occurring in the system by facilitating the ability to audit the system records.

The solution also streamlined the supplier payment process and provided the ability to track customer receivables.

### Improved Visibility

Provided real-time visibility of purchased, received, and issued raw material, output numbers, and shipped quantities enabling the client to fine-tune operations to reach better profitability.

### Extendibility

The client's newly implemented planning and finance tools integrated well with Accellar, significantly reducing the time the planning and finance workflows consumed.

### Effective Resource Utilization

Accellar provided an overview of resource utilization, providing insights on original costing, savings, and real utilization, which enabled the client to convert wastage to monetary savings.

### Short Implementation Time

The solution was deployed within 90 days, and users were able to quickly gain familiarity with the system, without affecting the day-to-day operations.

### Improved Coordination

Accellar enhanced the coordination between the management and internal departments such as merchandizing, stores, finance, and IT.

### Improved Reporting & Reconciliation

The system paved the way for Original Apparel to generate comprehensive reports on different functions from marketing, procurement, inventory reconciliation to finance.

### Mobility Support

As a part of the implementation, the Fortude team developed a mobile app supporting both iOS and Android platforms. The mobile app provided interfaces for key managerial functions of Accellar.

### Industry Best Practices

Accellar was designed to incorporate the insights and best practices gathered from 25 apparel facilities serving more than 2,800 users.

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Accellar has positively transformed the way we do business

**Rehan Lakhany**  
Chairman  
Original Apparel

## Managed Services

After the implementation, the Fortude team liaised with Original Apparel's managed services team to provide support on day-to-day problem solving, implementing new features, change requests, and enhancements

## **About Accellar**

Accellar is a software solution designed to accelerate apparel manufacturing operations and designed for apparel manufacturers and exporters based on real-life high volume apparel production and export needs. The Accellar solution covers core apparel processes of merchandising, supply chain, inventory, manufacturing and cost accounting.

## **About Fortude**

Fortude is a global enterprise technology solutions partner providing ERP solutions, business intelligence, managed services and enterprise software development services. Fortude provides Apparel ERP technology solutions to manufacturers around the world and is a part of the single largest apparel exporter in Sri Lanka with over 40 locations across South Asia.