



CASE STUDY

Boosting efficiency by 60% for AIIZ

Techpacker empowered Thailand-based clothing retailer AIIZ to streamline its product development processes for 100+ employees for the launch of their new activewear lines across Asia.

CLIENT PROFILE

Established: 1995
Headquarters: Thailand
AIIZ has been a client since June 2019

ABOUT THE BRAND

AIIZ is mass-market clothing & accessories retailer which is known to be a leader in the country. It offers apparel and accessories for men, women, babies and children. They currently have 400 points of sale all over the country. This includes 700 outlets and more than 1700 employees across Asia and the Middle East.



THE PROBLEM

Even though AIIZ is a well established and successful retailer in their country, the lack of standardized product development processes was severely hindering their digital expansion.

Each project was developed in a segregated manner, with old-school methods of Excel sheets, phone or in-person communication. This was not enough to keep up with today's speed to market needs or to develop new lines and collections.

There was no particular template for data entry. No set sequence or agreement of who would share the tech pack with the manufacturers for the fit samples. It ended up being resolved by the product developer, who would then gather feedback of the manufacturer and then further Excel tabs were created.

For the development of just one product, the teams had approximately 6 separate Excel documents.



"The inefficient and slow exchange of information throughout the stages of the product development was full of communication issues, made a way for errors and caused delays in production and sampling."

Kara, product developer

THE SOLUTION

Implementing Techpacker allowed AIIZ to set up a standardized product development process. This permitted designers, technical designers and merchandisers to communicate and collaborate on the same digital platform and stay up to date in real time. That boosted company's efficiency by 60%.

With Techpacker they eliminated having six separate Excel sheets. Now the information of every product under development can be stored visually and intuitively in the cards library without the need to search through endless piles of Excel.

With Techpacker, the issue with the formula handling depending on one person was eliminated. Once the formula is added in Techpacker, anyone in the merchandising team could use it.

Now all of product data is centralized on Techpacker and can be exported to one PDF file and shared directly with manufacturers. All edits, suggestions and modifications get instantly updated.



With the success of Techpacker implementation, AIIZ is now planning to onboard the entire team of more than 100 people on the platform.

Using Techpacker platform will allow AIIZ to conduct an organized and efficient product development process for the creation and launch of their new active wear and sportswear lines in several Asian countries both online and in store.