

# The Levy Group Cuts Product Creation Time and Boosts Visibility with BlueCherry® PLM



## Executive summary

Apparel manufacturing giant, The Levy Group, faced growing complexity managing multi-brand product development across dispersed teams. Manual processes, siloed systems, and limited visibility hindered speed and innovation. By partnering with CGS to implement BlueCherry® PLM, the company centralized data, automated key workflows, and empowered teams with real-time collaboration—accelerating product creation, improving accuracy, and boosting operational efficiency.

## Customer background

**INDUSTRY:**  
Apparel  
manufacturing  
& brand  
management

**COMPANY SIZE:** One of the largest U.S.-based apparel manufacturers; 125 users across 18 brands

**BUSINESS NEEDS:** A modern, centralized PLM solution to streamline development, improve visibility, and eliminate manual inefficiencies

## Challenges



Reliance on Excel-based bills of materials (BOMs) slowed product creation and hindered scalability



Difficulty implementing global changes for fabrics, trims, and colors



Siloed communication between design and technical teams



Limited real-time insight into production progress and calendar adherence



High volume of manual data entry with inconsistent accuracy

# Solution

CGS deployed BlueCherry® PLM to overhaul The Levy Group's product development workflow by:

- Centralizing the product database across all brands and teams
- Enabling real-time updates, global material substitutions, and faster iteration cycles
- Creating a shared digital workspace for cross-functional collaboration
- Automating product pushes to ERP—removing manual entry
- Enhancing data quality, consistency, and traceability across systems

# Results

- **Accelerated Development:** Reduced product creation time across 18 brands
- **Real-Time Visibility:** Clear tracking of progress and performance across the lifecycle
- **Seamless ERP Integration:** Eliminated redundant manual data entry
- **Increased Accuracy:** Improved BOM consistency and style entry reliability
- **Stronger Collaboration:** Remote teams aligned via shared digital tools
- **Higher Efficiency:** Elevated product development-to-adoption ratio

## Implementation process

- 1 Assessment & Planning:** Reviewed current workflows and identified improvement opportunities
- 2 Solution Design:** Configured BlueCherry® PLM for multi-brand needs and subclass optimization
- 3 Deployment:** Onboarded 125 users across 18 brands; reduced subclass complexity from 80 to 5
- 4 Engagement & Training:** Launched the "Creation Championship" to drive adoption and inspire users
- 5 Go-Live & Support:** Delivered phased rollout with training and ongoing alignment across departments

“I used to spend a considerable amount of time updating Excel-based BOMs, especially in the event of a global change for fabrics, trims, or colors. BlueCherry PLM is a game-changer, and it's also a great tool for tech and design teams to collaborate remotely.”

— Jason Monticelli,  
Designer, The Levy Group

“As an operational lead, efficiency is my top priority. BlueCherry PLM provides visibility into every development phase, ensuring we stay on time and within budget. I can focus on innovation instead of getting lost in the details.”

— Dianna Diaz, SVP of Operations,  
The Levy Group

## Conclusion

The Levy Group's implementation of BlueCherry® PLM delivered transformative improvements in product development speed, data accuracy, and cross-team collaboration. With streamlined workflows and centralized systems, the company is now positioned for scalable growth and continued innovation.

Transform your product development process—request a demo of BlueCherry® PLM today!