

# 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!