Fossil: Expanding the Supply Chain with Optimal ROI

Fossil Inc. engaged the SAP value engineering group to identify the value in an end-to-end supply chain software implementation and **business process reengineering initiative**.

Executive overview

Company
Fossil Inc.

Headquarters
Richardson, Texas

Industry
Consumer products, wholesale distribution, retail

Products and Services
Watches, handbags, footwear, and apparel manufacturing and retail

Employees
10,500

Revenue
US$2 billion

Web Site
www.fossil.com

Partner
SAP® Consulting

VALUE MANAGEMENT

Objectives:
- Engage the business owners for discovery from both planning and manufacturing sides to truly understand the gaps across four lines of business (LOBs)
- Incorporate executive interviews to identify growth and strategic imperatives

Approach:
- Benchmarking across the lines of business for three processes (purchasing, supply chain, and manufacturing)
- SAP Value Academy program held on customer's site with finance, IT, and supply chain executives

Achievements:
- Agreed on business value across four lines of business (watches, leathers, apparel, and footwear)
- Defined a solution and value map to include the SAP Supply Chain Management application and a third-party product lifecycle management solution

"Fossil has many different lines of business with different constraints and priorities, but SAP value engineering did an excellent job validating the financial impact of the solution across each LOB."

Aloke Mishra, Director of Supply Chain, Fossil Inc.

TOP BENEFITS ACHIEVED

3
Benchmark surveys executed in 3 weeks

8
Weeks from discovery to business case sign-off

19
Key performance indicators included in business case

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