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Demantra Demand Management **Springs Creative** A Demantra Success Story

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About Springs Creative

Springs Creative is an independent fabric and crafts and fabrics business with a history that began nearly 40 years ago. In 1970, Springs Industries, (now Springs Global) bought the Finished Goods Division of Indian Head Mill of Massachusetts. From that acquisition a new division was established—the Retail and Specialty Fabrics Division—to oversee the production of high quality apparel and finished fabrics.

In 2001, under the leadership of Derick Close, whose ancestors founded Springs Industries, the Retail and Specialty Fabrics Division was renamed the Creative Products Group to more accurately reflect the creative talents and innovative product offerings of the business unit. The new Creative Products Group grew and developed a profitable client base of major fabric retailers and specialty manufacturers across the US and in Canada. A new packaged crafts line was launched, expanding revenue potential. While business continued to prosper, the Creative Products group served market segments that were different from the main home furnishings business of Springs Global.

Recognizing the potential for growth and the division's proven ability to operate independently of the corporate structure, Derick Close purchased the division in March 2007. The newly formed company was renamed Springs Creative to signal the start of a new company with a new approach to doing business in the world of textiles.

The Retail Fabrics division maintains a rich offering of the most recognized and sought after licensed properties in the world. Entertainment licenses include Disney, Peanuts, Star Wars and Mattel. Major brands such as John Deere, NASCAR and Wild Wings are also part of the Springs Creative portfolio, as well as license work from top industry artists and designers like Leslie Beck, Vicki Schreiner and Keith Mallet.

Our Specialty Fabrics division is a major supplier of unfinished fabrics and fabric components that integrated into other products, such as mattresses and furniture. These fabrics are highly and developed with each customer's exact requirements in mind.

Some of our industry-recognized specialty fabric brands include [Firegard™](#), [Silvertex®](#) and [Pacific Silvercloth®](#).

Springs Creative is also home to an invaluable collection of fabric swatches, artwork and designs dating from the 1800's to the present. This comprehensive archive of American textile design is a constant source of inspiration for our in-house design studio. The archive, the main component of [The Design Center at Springs Creative](#) is now open to other industry professionals as a research and development resource and creative work space.

Springs Creative, staffed by nearly 160 talented employees, maintains design, marketing and sales offices in Rock Hill, S.C. and a team of production and sourcing specialists in Shanghai.

The Challenge

Now that Springs Creative had become a new group, they needed to move off of Springs Global's systems. The systems that were being used by Springs Creative when they were a part of Springs Global's systems included an older version of JD Edwards and Manugistics for Demand Planning, which was integrated into JD Edwards. Springs Creative needed to create an environment that would enable them to meet their strategic objectives.

The Decision Process

The first step in the process was to decide that they would not simply replicate their current systems they were using as a part of Springs Global. The second step was to identify the factors they would use when determining what systems they would like to utilize. To that end, Springs Creative came up with the following five decision factors:

- License Cost
- Implementation Cost
- Complexity of Software
- Reporting Capabilities
- New Product Forecasting Capabilities

The Solution

As Springs Creative went thru the decision process, they determined that from a legacy system perspective, the best solution was to upgrade the JD Edwards system to the most current version of the software. This made the most sense from a technical support, end user usability, and cost perspective. This left them with what product they should use for their demand planning needs. Upon Oracle's recommendation, they decided to look at Demantra in addition to their current Manugistics solution. One advantage of Demantra is that it would allow them to stay on their SQL Server platform thus eliminating the need for their technical resources to learn an additional platform. They now stepped thru their 5 key decision factors.

License Cost:

Demantra turned out to be over \$500,000 cheaper than Manugistics. Advantage Demantra.

Implementation Cost:

Manugistics was significantly higher to implement even with their current knowledge of the software. Advantage Demantra.

Complexity of Software:

With Demantra having the look and feel of Excel along with having the business owners being able to handle the security and majority of the administration, Demantra was determined to be easier to use. Advantage Demantra.

Reporting Capabilities:

Since Demantra utilized the SQL Server database, their staff did not have to learn a new reporting tool and could use their existing reporting tools. Advantage Demantra.

New Product Forecasting Capabilities:

One of the key reasons for choosing Demantra was its Chaining Management functionality, which would enable Springs to accurately forecast demand for new products. This had always been a problem with Manugistics. Advantage Demantra

Strategic Objectives

Optimum was able to quickly develop a demand management solution utilizing Demantra in a SQL Server environment integrated into Springs' upgraded JD Edwards applications.

This solution applied best practices to all of Springs' Demand Management processes, ensuring that Demantra was configured to allow Springs Creative to grow and address their strategic objectives especially their New Product Introduction process.

“Optimum examined our existing business processes and effectively guided our teams to translate that insight to workable, best-practice, and easy-to-implement demand planning and forecasting through Demantra,” comments Debbie Larmore, Sr. Manager, Retail Forecasting. Springs is now strategically positioned for:

- Superior Forecast Accuracy
- Substantially improved processes for New Product Introductions
- Enhanced ability to forecast demand amidst seasonality
- Enterprise adoption of the Demantra solution and the ability to expand