Becoming a Digitally Mature Fashion and Apparel Business

How It's Done and the Advantages of the Process

aptean Ready for What's Next, Now℠

Supply chain disruption and rising costs have been the main challenges facing apparel manufacturers over the last 12 months.

Advancing in digital maturity is the best way for fashion and apparel businesses to manage cost pressures and maintain profitability. This goes further than just implementing an enterprise resource planning (ERP) solution—rounding out your company's software ecosystem to ensure comprehensive functionality is key.

The larger the organization, further along in their digital transformation journey, with 35% of businesses with a turnover of $100M+ currently realizing the benefits of their digital transformation.

Larger Organizations Are More Digitally Mature

Company Revenue	Gathering Data Automatically/ Digitally using Analytics For Business Insights	Completed Digital Transformation Project and Realizing Benefits
$10M to $19M	37%	30%
$20M to $99M	30%	33%
$100M+	27%	35%

ERP Adoption and Beyond

Adopting an ERP solution has already proven to be an effective first step in the digital transformation journey, **75% of apparel brands are already on a digital transformation journey** and seeing positive results.
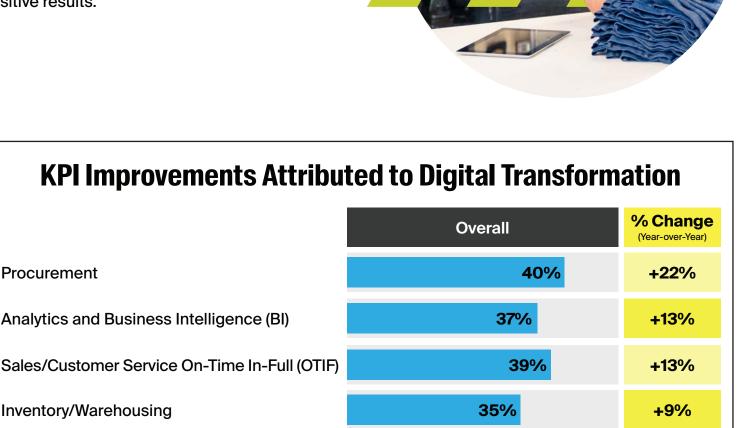
KPI Improvements Attributed to Digital Transformation

	Overall	% Change
Procurement	40%	+22%
Analytics and Business Intelligence (BI)	37%	+13%
Sales/Customer Service On-Time In-Full (OTIF)	39%	+13%
Inventory/Warehousing	35%	+9%
Ecommerce/Direct-to-Consumer (DTC)	41%	+9%

Improving Customer Satisfaction Remains the No. 1 Priority for Apparel Brands

Data is the most valuable byproduct of digitalization. Business insights from data collection and analysis are a key tool for improving customer satisfaction, as well as operational efficiency.

Overall, **36% of apparel organizations** have listed increased **visibility, accuracy and rapid access to data as a core business strategy**, an **increase of 9% year-over-year**. Leveraging data is a key tactic for enhancing customer experience.
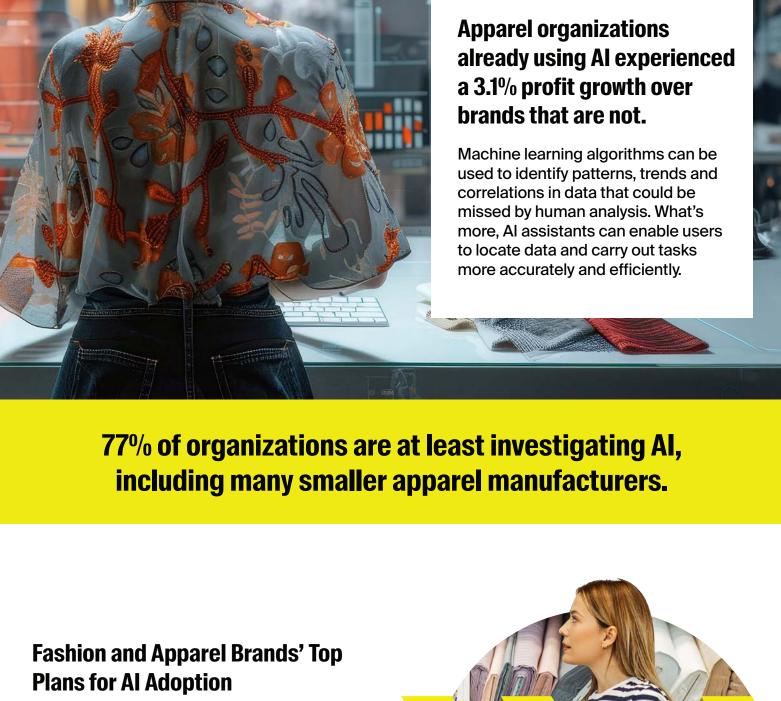
Top 5 Focus Areas for 2024-2027

1	Improve customer satisfaction
2	Improve operational efficiency and integration
3	Increase visibility, accuracy and rapid access to business data
4	Improve employee retention
5	Attract the best people to build high-performing teams

What's the Next Step on the Digital Maturity Ladder?

39% of fashion and apparel manufacturers are already **planning or implementing artificial intelligence** (AI), and **38%** are already using this exciting new technology.

Apparel organizations already using AI experienced a 3.1% profit growth over brands that are not.

Machine learning algorithms can be used to identify patterns, trends and correlations in data that could be missed by human analysis. What's more, AI assistants can enable users to locate data and carry out tasks more accurately and efficiently.

77% of organizations are at least investigating AI, including many smaller apparel manufacturers.

Fashion and Apparel Brands' Top Plans for AI Adoption

» Data analytics to inform better decision-making
» Customer service (chatbots, personalized suggestions, etc.)
» Manufacturing/operational improvements
» Automation
» Supply chain management/purchasing

Automation Propels the Apparel Industry

43% of organizations cite **staffing/skill shortages as their biggest challenge.** Automation will prove critical for overcoming this challenge, reducing the need for humans to conduct low-value work and freeing teams to focus on high-impact tasks.

Advantages of Automation in Apparel

The No. 1 perceived benefit of automation is improved productivity. Other benefits help overcome key pain points, such as rising costs and ensuring customer satisfaction.

Value of Automation for Apparel Organizations

44%
of organizations agree that automation can improve productivity and efficiency, saving valuable time on tasks

31%
of brands identify increased flexibility in their production process as a result of automation

30%
agree businesses to improve performance and reduced downtime to automation

53% of apparel brands are pursuing technology to automate more tasks, which could help them to **reduce time-to-market by up to 50%** and manufacturing costs by as much as 20%.

Is Your Apparel Organization Ready to Take the Next Steps Towards Digital Maturity?

The pressure is on apparel brands to implement tools that will help them to develop new products quickly and maintain inventory to meet consumer demand while mitigating rising costs.

We offer an integrated suite of apparel-specific solutions:

» **Aptean Apparel ERP** built to support critical business processes for the apparel industry
» **Aptean Apparel PLM** designed to help fashion designers and product developers streamline their design process to enable faster time-to-market
» **Aptean Apparel SFC** provides real-time visibility and control to your apparel manufacturing operations to enhance efficiency and productivity

Useful Resources on Automation in the Apparel Industry

If you've got 3 minutes... Read our blog post on unlocking workforce savings and efficiency through automation in the fashion and apparel industry.
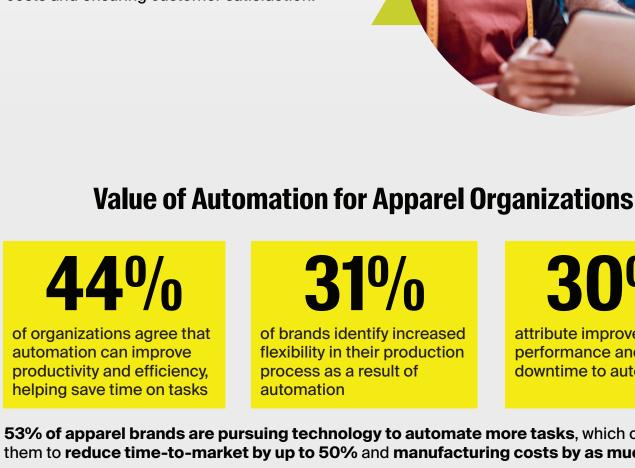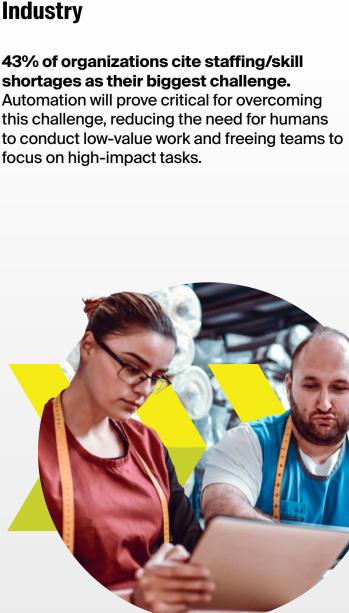
If you've got 8 minutes... Download our eBook about solving your industry challenges with purpose-built fashion and apparel ERP!

If you've got 15 minutes... Schedule a personalized demo with an Aptean technology expert.