

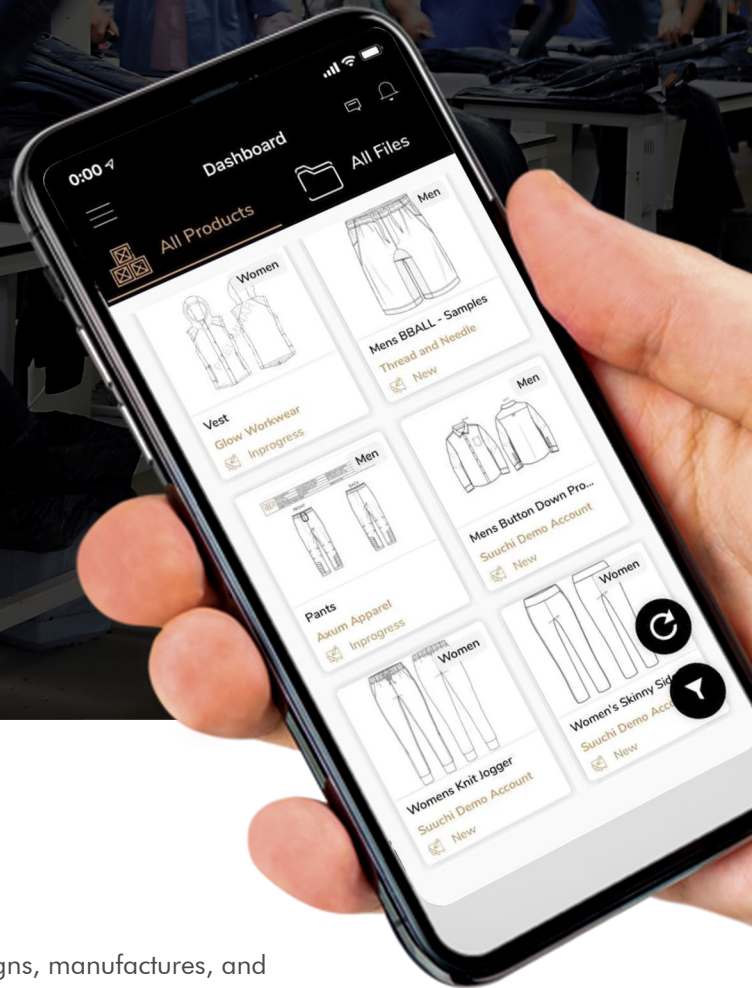


## Customer Success Story

**Daffodil enables Suuchi to bring efficiency in fashion supply chain; resulting in 20x faster design-to-sample time**

**SUUCHI**

- Customer:** Suuchi Inc.
- Country:** United States
- Industry:** Fashion & Apparel
- Our Role:** Product Engineering



## About Client

Suuchi Inc. is a US-based technology-driven company that designs, manufactures, and ships clothing for some of the top American fashion brands and Fortune 1000 companies. It also provides an integrated solution that connects brands, retailers, and freelancers with the shop floor, digitizing the supply chain and distribution process.

**50 Million+**

Units made & tracked annually

**500+**

Network of factories, freelancers, & mills

**20x**

Faster design-to-sample time

**28%**

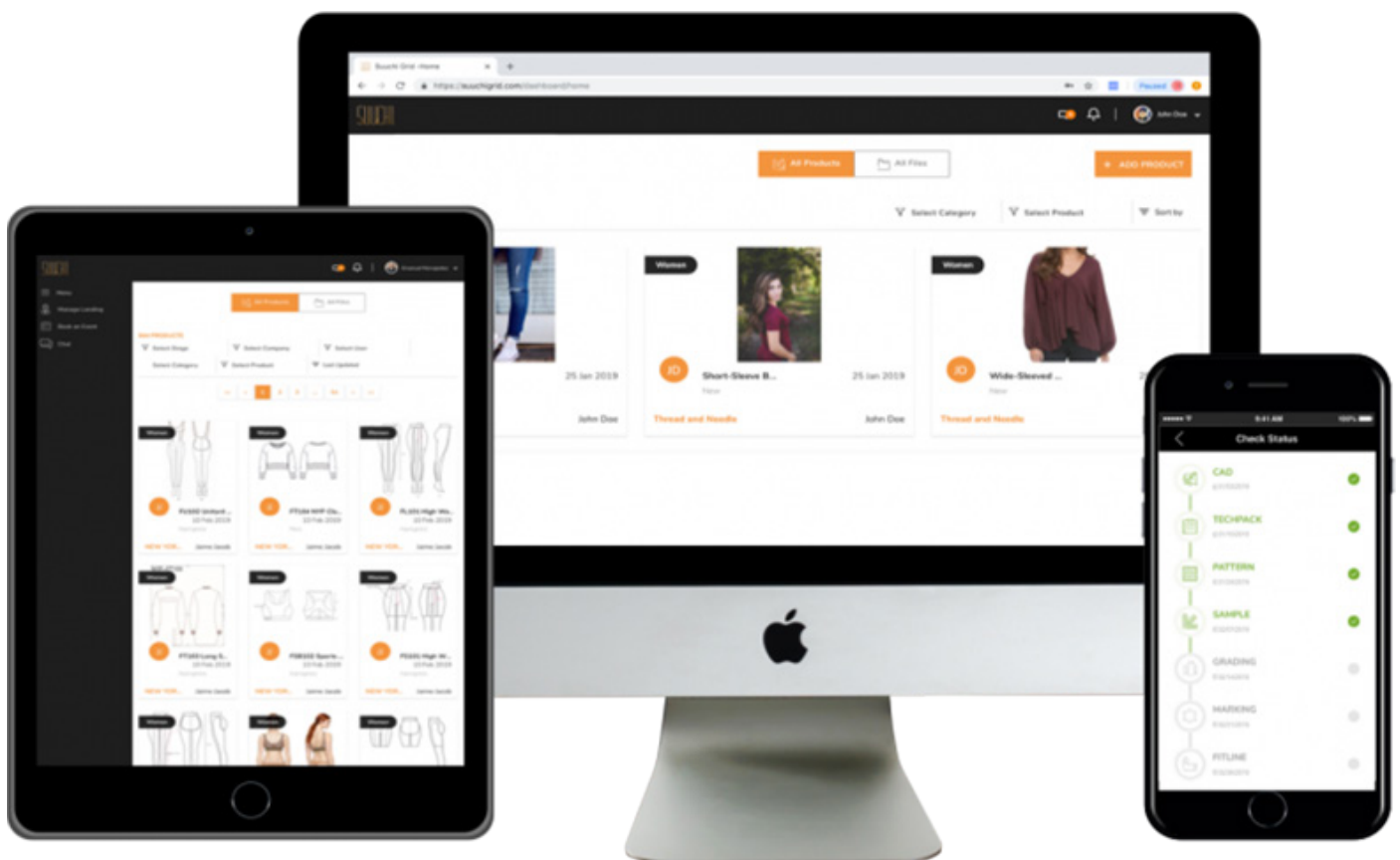
Reduction in overhead costs



“We know that you must have had to put a lot of effort and attention to every method, object, and event, in the solution. We know how much work this amounts to. The team thank you for helping us serve our customers better.”

## Ben Yehooda

VP of Product and CTO (Suuchi Grid)



# Problem

## Bringing transparency in the fashion supply chain

Faced with the challenge of high operating costs, lack of transparency and rising customer demands in the apparel manufacturing domain, Suuchi realized the need to modernize its business and evolve to a more digital business management model that could allow it to combine operational efficiency with dynamic customer service.

Suuchi approached Daffodil with the aim of developing a customized software solution that could connect brands, retailers, and designers with the shop floor; thereby digitizing the supply chain and delivering transparency from design through manufacturing and distribution.

The objective was to enable streamlined communication and collaboration with the entire fashion supply chain network, eliminating delays in product development or production often caused due to fragmented communication. The requirement was to

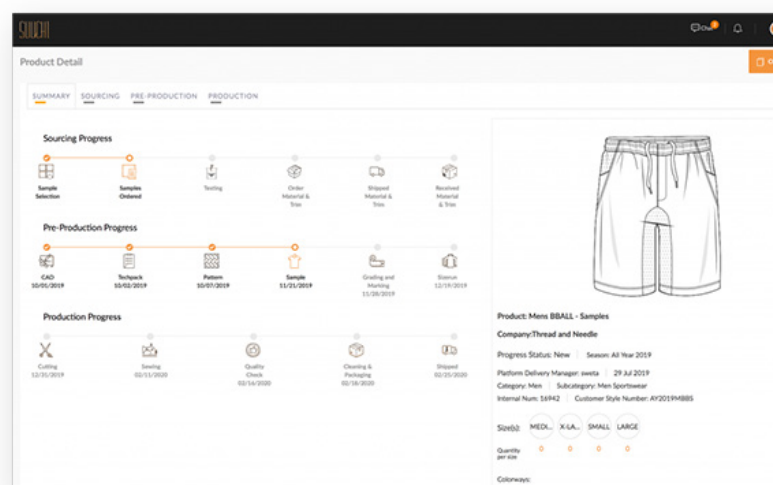
- Develop a cloud-based mobile-centric software solution that could act as a single-source-of-truth between all stakeholders in the fashion supply chain.
- Automate all the business operations involved in product manufacturing in order to reduce the TAT of a 3D design to a garment sample.
- Maintain data integrity and security through 3 different role-based modules for admin, suppliers, and retailers.
- Provide real-time analytics and make critical business data such as WIP, pre-start health and safety review (PSR), and time-to-make, etc. available to stakeholders in real-time

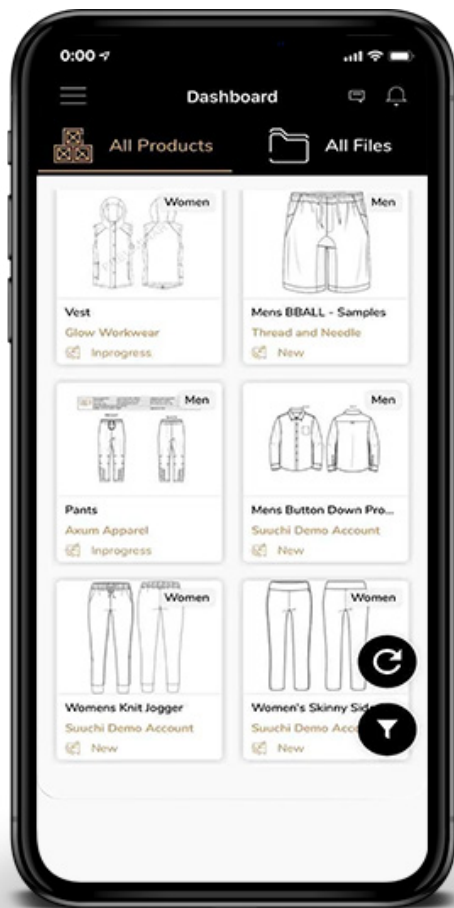
# Solution

Speed to market was a critical factor in attracting clients. Even though using Suuchi costs their customers about 20% more compared to manufacturers in China or India, the math works for small-batch production: "By sourcing domestically, they get their orders faster and they save on shipping costs." Hence creating a tech platform was vital for their business model.

Realizing that serving many customers and providing custom solutions would drive severe complexity, Daffodil helped Suuchi develop the Suuchi Grid, a software platform that employs Cloud-based product lifecycle management (PLM) apps to manage customers' complex product information and Suuchi's own manufacturing processes, using minute-to-minute data to foster collaboration from one end of the supply chain to the other.

The solution automated all business operations involved in product manufacturing, right from sampling, costing, raw material planning, procurement, to quality control, inventory management, production planning, shipments, and accounting. This helped Suuchi reduce the design time process, and to create a garment sample from a 3D concept within 48 hours.





## Building the Suuchi Grid platform

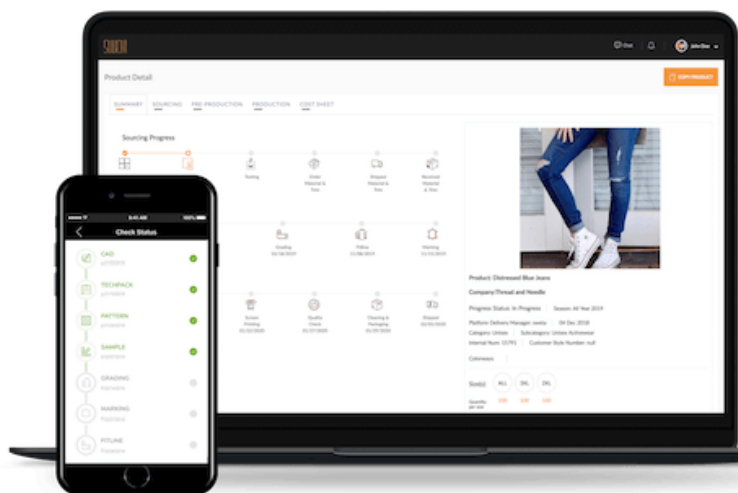
For better access management, users of the application were categorized into three major roles: Admin, Staff, and Customers.

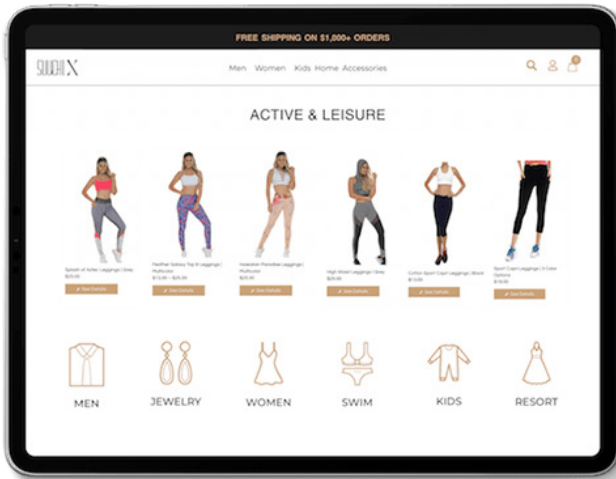
A **Customer Panel** was developed that could enable Suuchi's customers to view all their products and share requirements through emails, chat, or directly by uploading files. For customers to be able to customize their requirements, the application offered an option to Select Raw Material, Add Comments (corresponding to which the staff members receive notifications), and View Status of the product.

A **Staff Panel** was developed that enabled Suuchi's staff to manage customers, depending upon the role provided by the admin: Staff Member or Staff Manager. The staff can connect and coordinate with the customers through chat, email, or by adding/uploading document files, etc.

An **Admin Panel** was developed that would enable admin to manage customers, staff, services, subscriptions, products, invoicing, payments, etc. The 6 major modules were meant to help admin in:

- **User Management:** Enabling admin to view and manage user details such as name, email, activation status, contact details, edit user package, activate/deactivate an account, etc.
- **Staff Management:** The admin can categorize the staff as Staff Members or Staff Manager to define the privileges that they can have (like chat, email, document file (add/upload), add new user, etc.).
- **Products Management:** The admin can view and manage product details with options like product name, status, quantity, user, category, review status, creation date, etc.

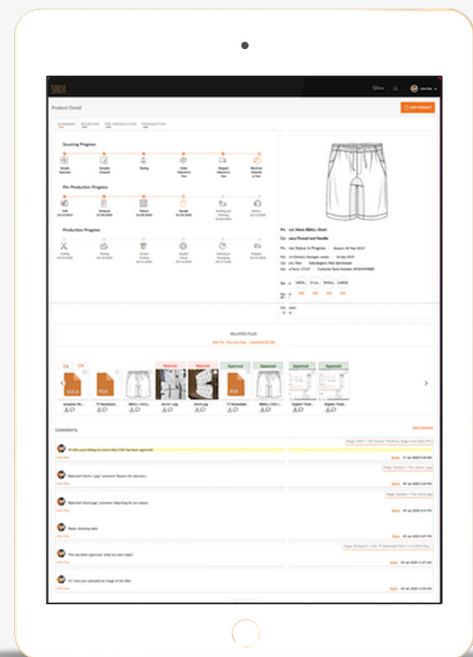




- **Service Management:** The services availed by the customers can be viewed with details like service name, description, status: active/inactive, etc.
- **Subscription Management:** Depending upon the number of products, service type, and cost, there are three plans that customers can choose, ie. Gold, Silver, & Platinum. The admin can create new plans, activate or deactivate plans, add new services, etc.
- **Reports Management:** Enabling admin to check payment logs (including company name, the payment received for a duration of time, the payment amount). Also, the admin can keep a check on the number of subscribers, their corresponding company, and the duration of time.

## Impact

The Suuchi Grid platform has helped Suuchi to reduce the design time process, and to create a garment sample from a 3D concept within 48 hours. By automating the entire supply chain Suuchi has been able to reduce their manufacturing overhead costs by 28% and reduce the order processing time by 46%. Their platform is now a host to a network of 500+ fabric manufacturers, suppliers, designers, and freelancers.



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# Technology Stack





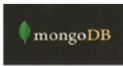







- MEAN Stack
- Google Firebase
- SendGrid
- AWS
- Twilio
- DevOps

# About Daffodil

Daffodil Software is a software engineering partner to 100+ organizations across the globe and has been helping them in making their software products more robust, teams more productive and processes more efficient. Our ability to look beyond technologies to deliver innovative solutions with scale and speed has been lauded by our clients as well as the tech community worldwide.

Since our inception, we have invested in organic growth; building on our engineering capabilities, organizational processes, and culture required to deliver a truly collaborative ecosystem for solving technology challenges. At the core of Daffodil lies a culture rooted in innovation, learning and a result-oriented mindset.

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