Ensure the technology fits across all business applications

- The 3D technology landscape is complicated with different functionalities available in different tools. It is important for companies to discuss with multiple vendors and conduct a thorough evaluation before selecting 3D tools.

- Organisations may choose to work closely with a system integrators and other technology partners to define the 3D technical architecture that fits current and future use cases (Illustration 3.2). The choice of tools can be incremental with one set tool selected for certain categories or business line. For example, RomansCAD and MODO for footwear, and Browzwear, CLO and Optitex for apparel.

- Illustration 3.4 shows a practical case study of how of industry leaders have successfully overcome the process and technology complexities related to 3D adoption through partnering with a leading 3D technology provider.

- Ensure the technology cost, including integration and licensing, is correctly defined in the 3D ROI model to arrive at the right ROI estimate.

- 50% interviewees emphasised the importance of compatibility and interoperability between 3D tools and the flexibility to add new features in the future upgrade. As the technology evolves, it is expected more partnerships will be formed amongst different software companies to aid this.

Illustration 3.4 – Practical case study from a leading sportswear brand

PUMA's successful 3D virtualisation of their Sportstyle category
A lesson in iterating towards a clear business need with Browzwear and EcoShot

In July 2020, PUMA released a case study[11] describing their 3D product virtualisation experience. In this section we examine the case study from the lens of this whitepaper's Key Takeaways to see how they helped PUMA's success.

Don't start with technology, start with a business need

- In PUMA's case, this was to improve decision making and tackle their complex approval process

- They recognised this would require a means of improving communication and coordination between their teams which were globally distributed

Start small and take iterative customer feedback loops

- PUMA initially started small in 2017 with their Hong Kong based Development team but ensured they had sufficient training resource to embed the tools

- This success led to PUMA's designers in Germany adopting 3D tools themselves

- When these teams discovered that adoption of 3D virtualisation was being hindered by the quality of visualisations, they began experimenting with higher quality garment-on-model visualisations in 2019 with Metail's EcoShot technology

- PUMA's agile approach meant that they learnt how higher quality visualisations would build greater trust in 3D amongst their other stakeholders and also facilitate greater decision making without the need for physical samples

Build capabilities from within, empowering project teams with accountability

- PUMA first prioritised building 3D capabilities within their own teams before then extending to onboarding vendors too

Set realistic, achievable timelines and expectations for implementation

- Adopting 3D virtualisation has required over 3 years so far at PUMA which gives an indication of the timescales involved in creating a successful 3D foundation

Create excitement using executive sponsors to scale

- Sponsorship from PUMA's Chief Sourcing Officer has been key to maintaining momentum throughout this period

3D outfit designed for PUMA by Browzwear & EcoShot®

"Browzwear have always been extremely helpful for finding valuable and practical ways to implement 3D into our business processes. This helped us gain a much faster decision making pace during our product creation resulting in quicker time to market."   Bernd Sauer, Director, Development Apparel & Accessories, Puma