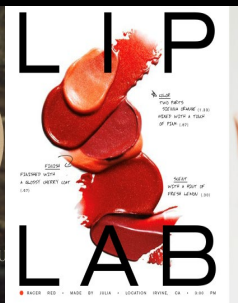
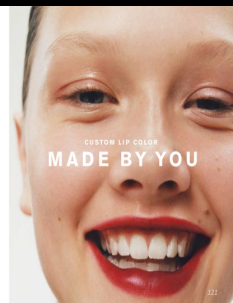
KENDO

Creighton Pang: Director of Business Systems

Eric Bjerstedt: Director of Packaging

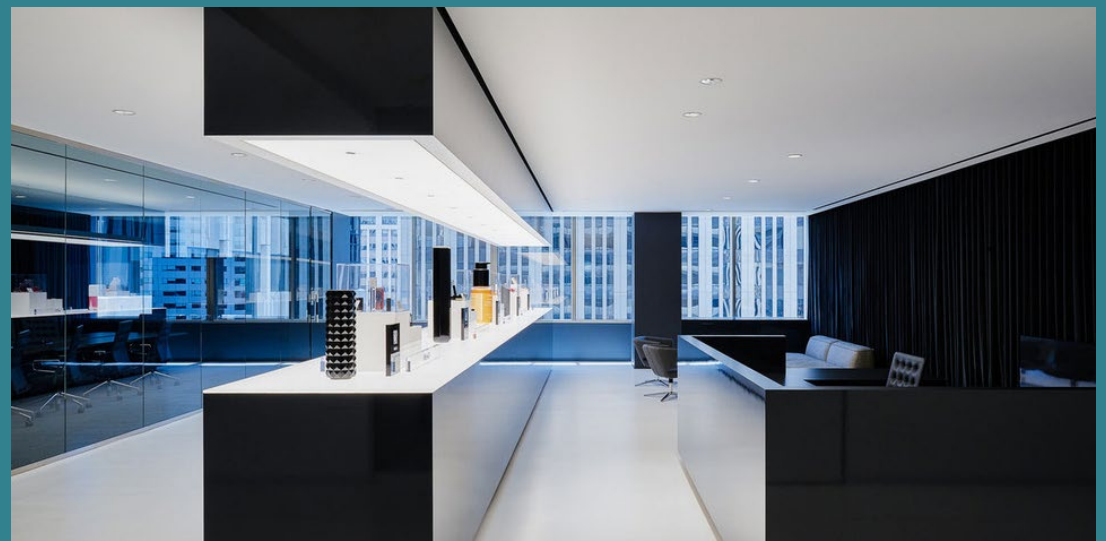
Kendo’s Devex Journey // September 27, 2023

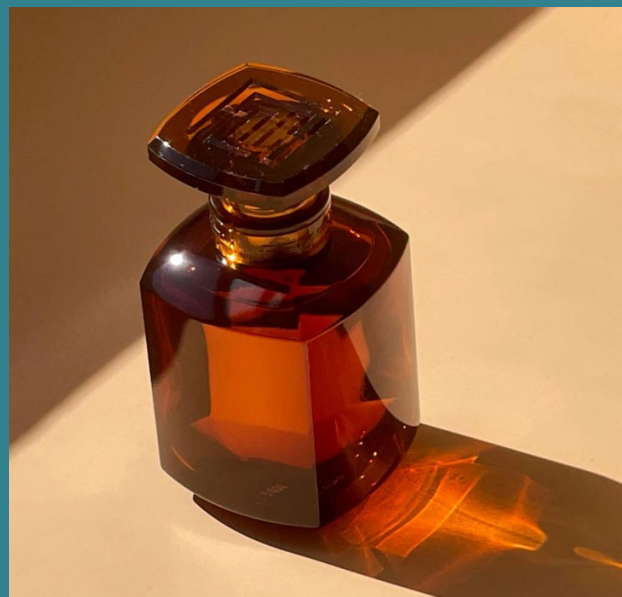


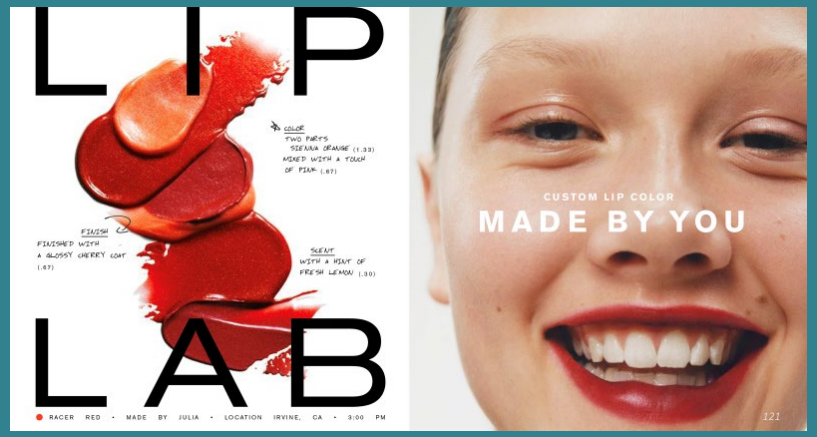


KRISTIN WALCOTT, CEO

2008-Present

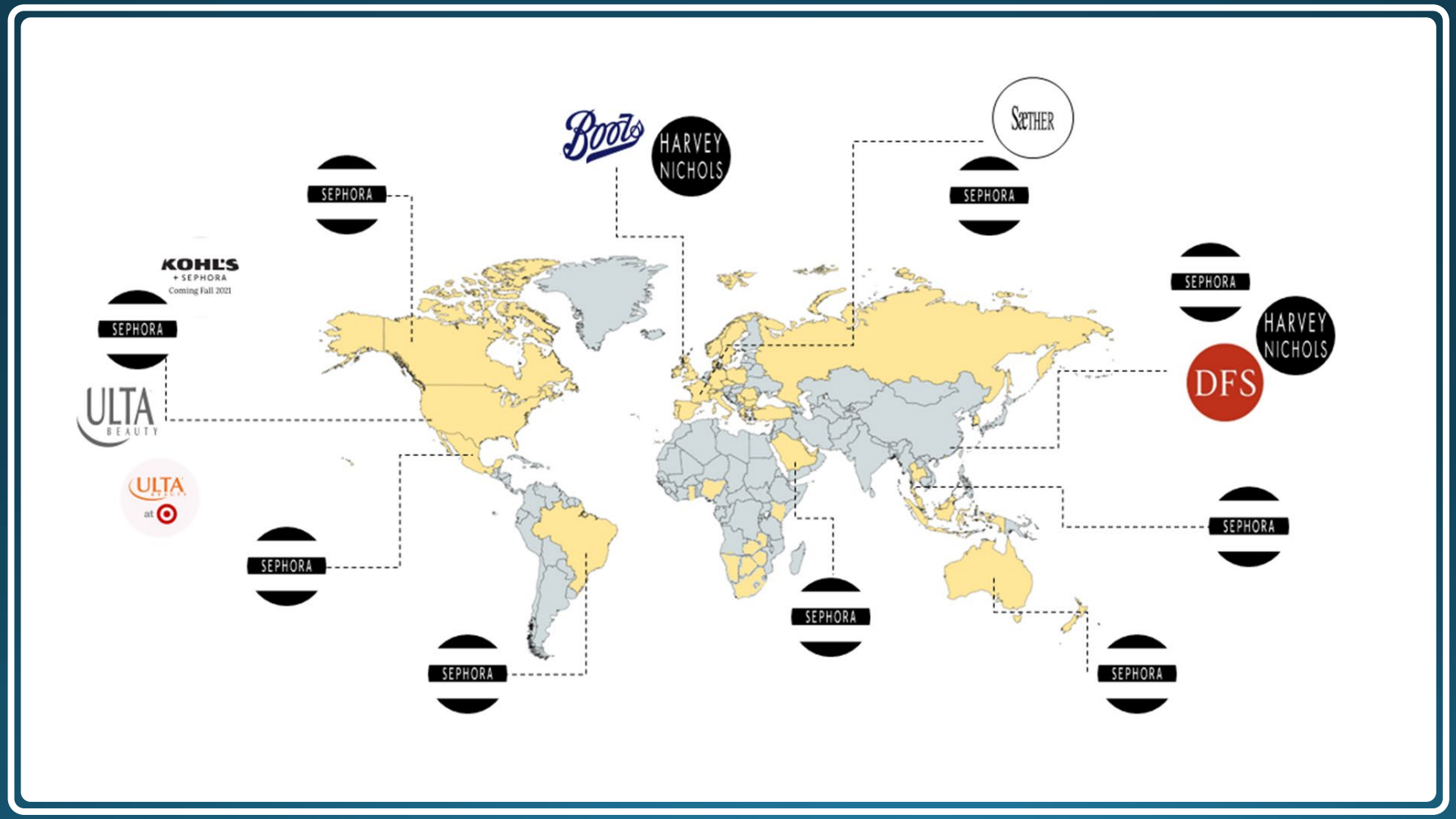






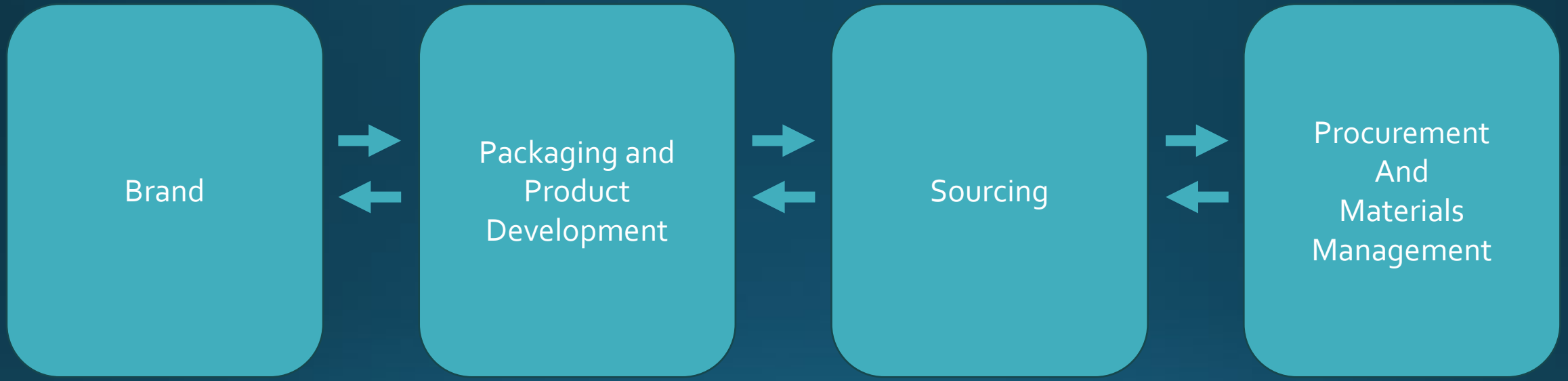
KENDO IS A BEAUTY INCUBATOR WITH SIX UNIQUE BRANDS

Where to find Kendo Products:



THE CHALLENGE:

As Kendo has grown, communication has become more complex



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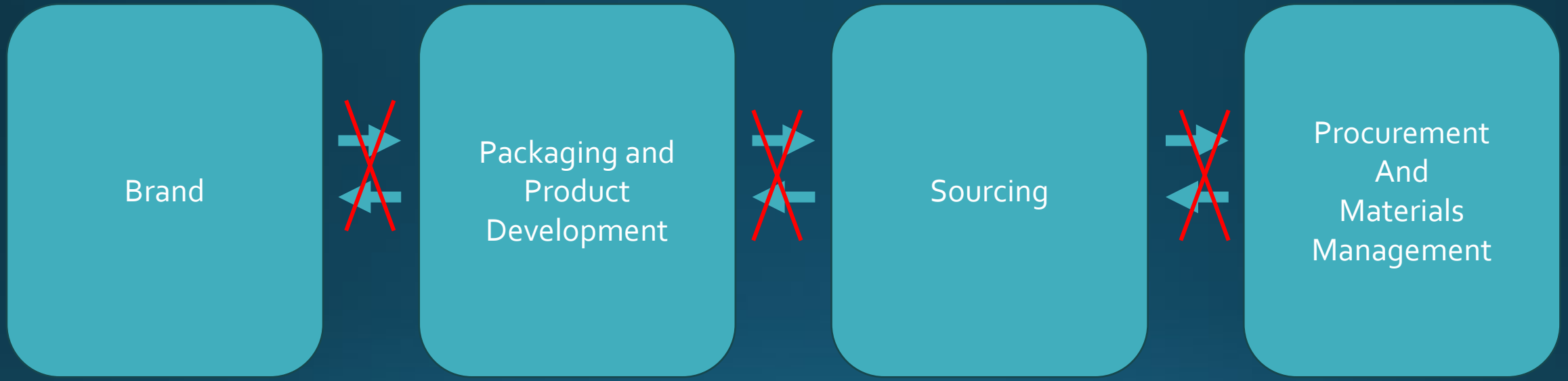


- Manual process
- Difficulty updating
- Limited controls

Why do we need a PLM/Devex?

Drive Effective communication across Kendo

Store Documents and Specifications

Effective Document Control

Drive Effective Communication:

Brief Projects → Create Supporting Documents → Mesh with Existing Technology

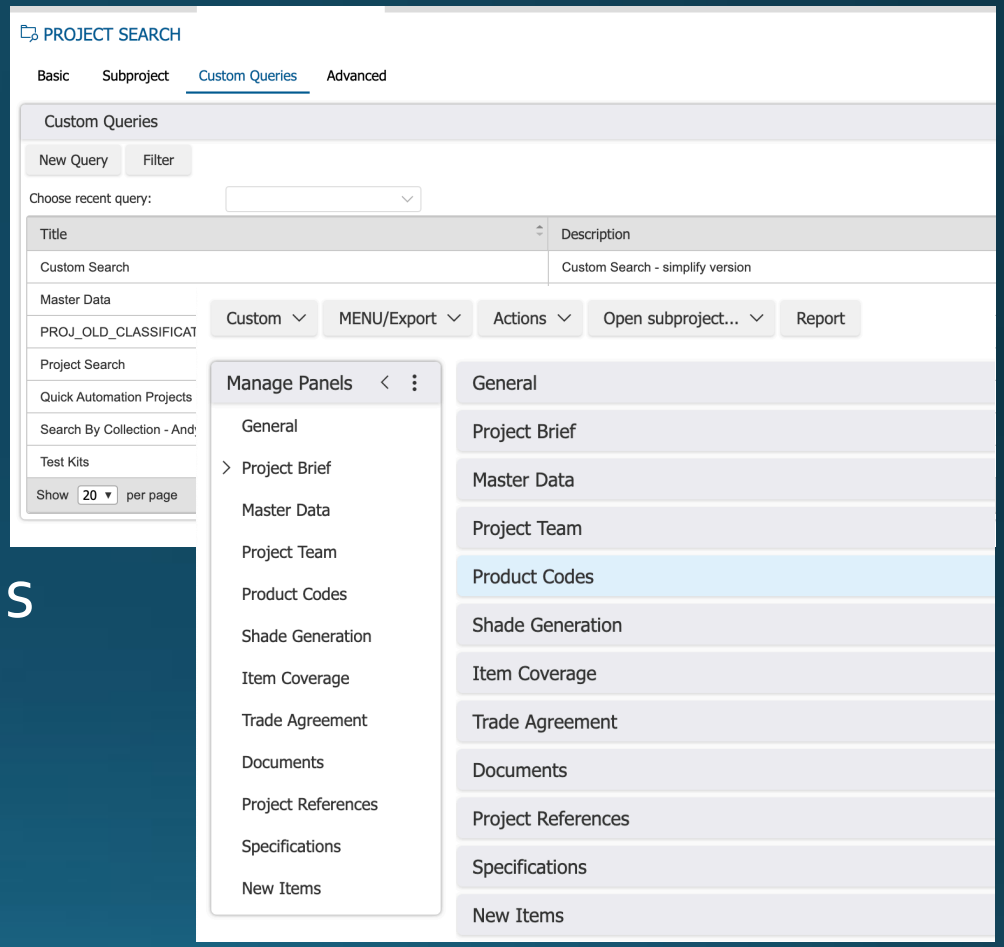
- Overall scope of project
- Product Requirements
- Volumes and Target Costs
- Communicate to all Teams

- Assign Part Numbers
- Create BOMs and Supporting Specs
- Lock Projects on Completion

- Work seamlessly with existing technologies
  - Order management systems
  - Vendor management systems

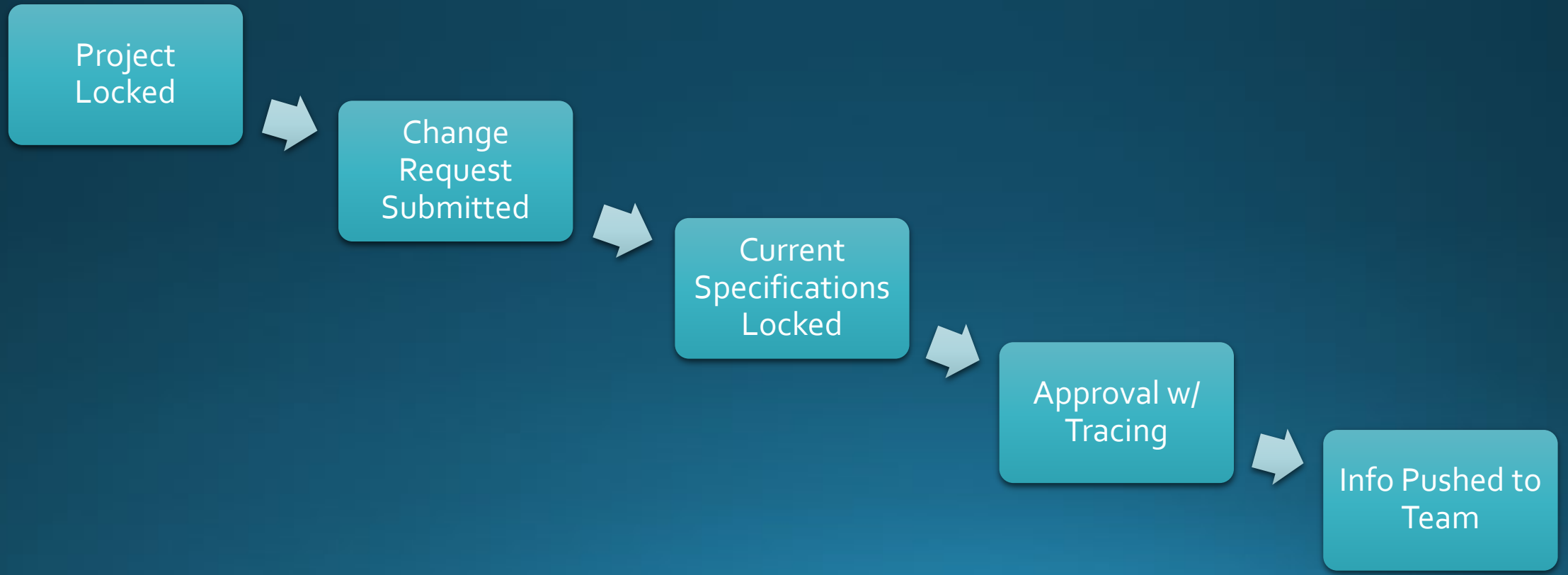
Critical Documentation Storage:

- Single Location for All Relevant Data:
  - Project Briefs
  - Final BOMs
  - SKU Details
  - Product and Packaging Specifications
- All Teams Accessing Same Information



Effective Document Control:

- Project Locked on Completion
- Change Required? Formal Change Process must be followed



Why Did We Choose Devex?

Why Did We Choose Devex?

Why Did We Choose Devex?

- Initially implemented Different PLM program
- Multiple issues including:
  - Confusing interface
  - Limited Functionality
  - Most importantly – Could not speak to other existing systems

Why Did We Choose Devex?

- After scrapping – Explored new options
- Chose Devex due to:
  - Proven Implementation at Other Organizations
  - Ability to use ‘Out of Box’ and add customization
  - Compatibility with Existing Kendo Systems

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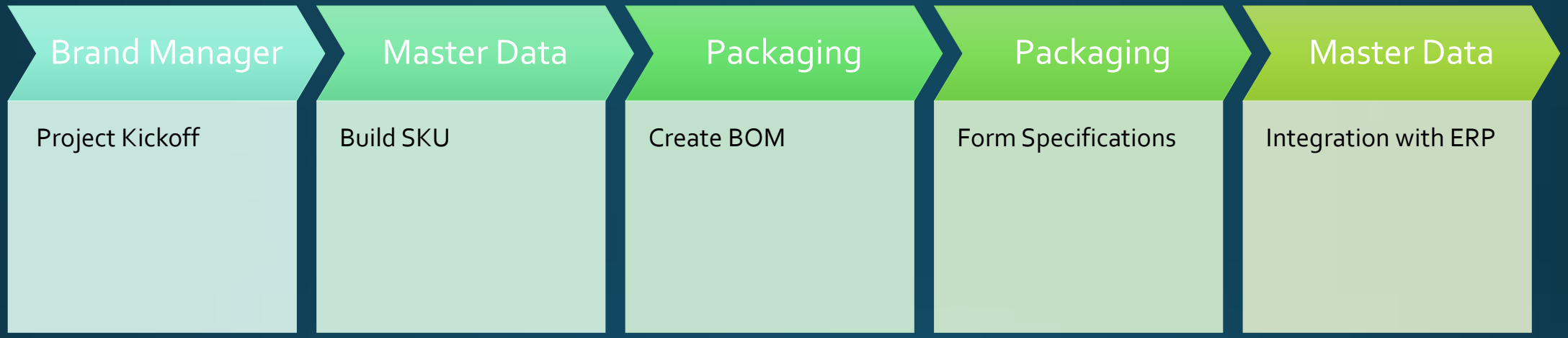
  - JJ told us to….

Rollout Journey so far:

Piloting
Two Brands

50 Active
Users

150
Projects



Current Development Process:

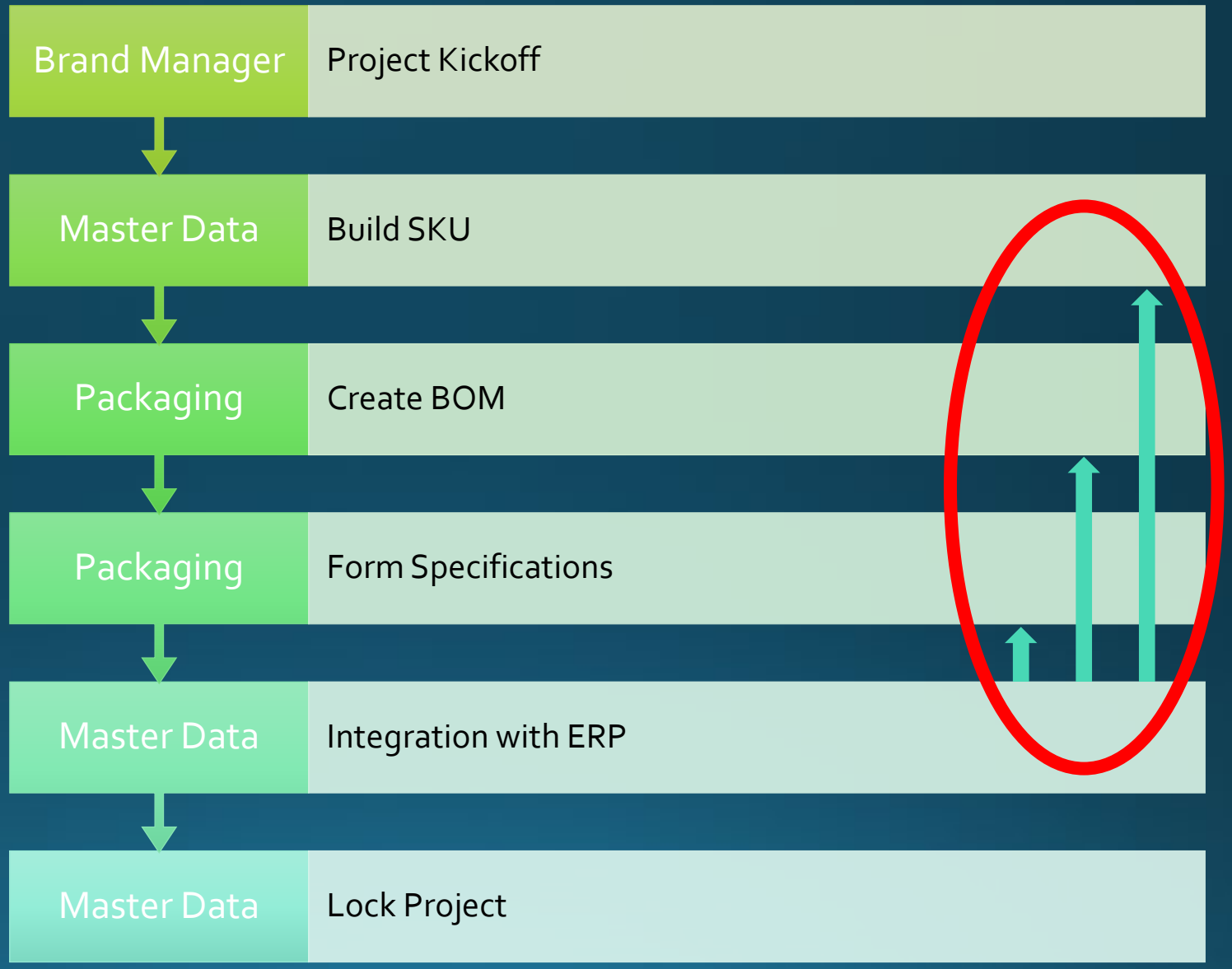
Learnings:

- Need flexibility to allow for modifications
- Need ability to efficiently & frequently update ERP
- Too much time spent on unnecessary task

Future: Efficiency

- Remove unnecessary fields
- Add more flexibility for BOM modifications
- Apply Shade Generation feature as needed
- Shore up change management
- Add manual project

Future Development Process:



Future Plan:

Immediate	• Implement Needed Revisions
Short Term	• Launch Remaining Brands
Long Term	• Broaden Functionality

Questions?

Thank you!