



ENGAGE

# How PUMA Unlocked Collaboration To Streamline Their Business Processes

Wednesday, 9th October

SEA53



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v.07/16

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# Your Speakers



**Alexandar Chorbadzhiyski**

Team Head Product  
Development & Sourcing  
Solutions  
PUMA



**Jack Featherstone**

Strategic Solutions Engineer  
Smartsheet





“

It took us just

**2 hours**

to build our first Bridge  
workflow.”

Alexandar Chobardzhiyski, PUMA

# Intro to the Team

Who they are and why/how were they able to deliver it



**Jevon Dinata**  
Solutions Architect  
PUMA, Herzogenaurach



**Marta Fedeli**  
Business Process Manager  
PUMA, Herzogenaurach

SEE THE GAME LIKE WE DO

**FOREVER.  
FASTER.**





# What we will cover

**1**

Introductions & Learning  
Objectives

**2**

The Problem Statement

**3**

The Lineplan Solution

**4**

Learnings & Where Next?

# Learning Objectives

What will you learn today?

1. **You will learn what it takes to build workflows with Bridge and custom integrations with the Smartsheet API**
2. **You will hear about how fostering collaboration in your teams and your tech stack can drive successful business outcomes**
3. **You will take away specific ideas on how you can use Bridge and the Smartsheet API to solve your own complex business problems**

# 2

## The Problem Statement

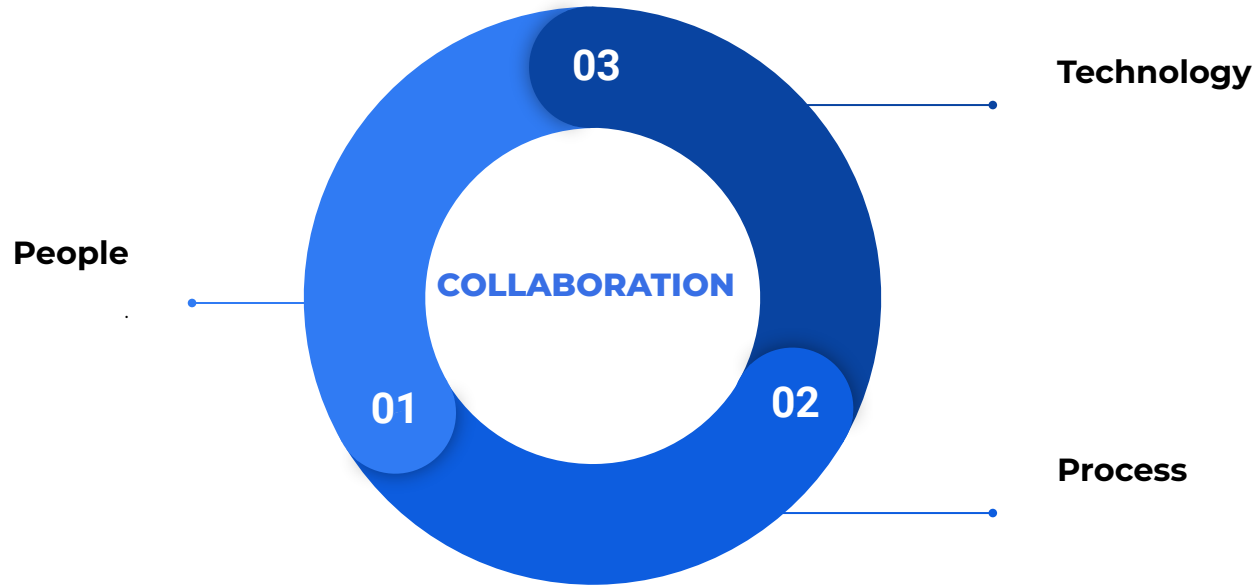
How PUMA came to use Smartsheet

 smartsheet

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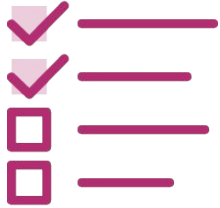
# Unlocking Collaboration

What this means at PUMA



# The PUMA Story with Smartsheet

## Why we needed to change



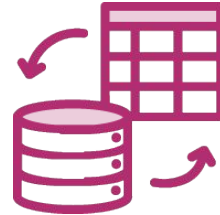
### Previous solution too manual

Excel-based approach leading to additional work



### Not Scalable

Thousands of new items produced every season



### Lack of Data Integrity

Risks of duplicate & erroneous data reaching PLM system

3

## The Lineplan Solution

Collaboration between teams and the tech stack

smartsheet

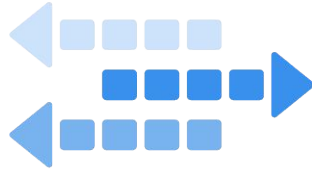
ENGAGE

# Integration with Smartsheet

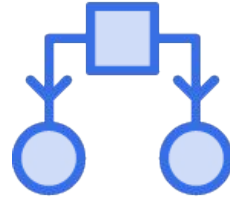
Enabling your teams to integrate to the IT landscape



**Connectors**



smartsheet  
**Data Shuttle**



**Bridge**  
by smartsheet

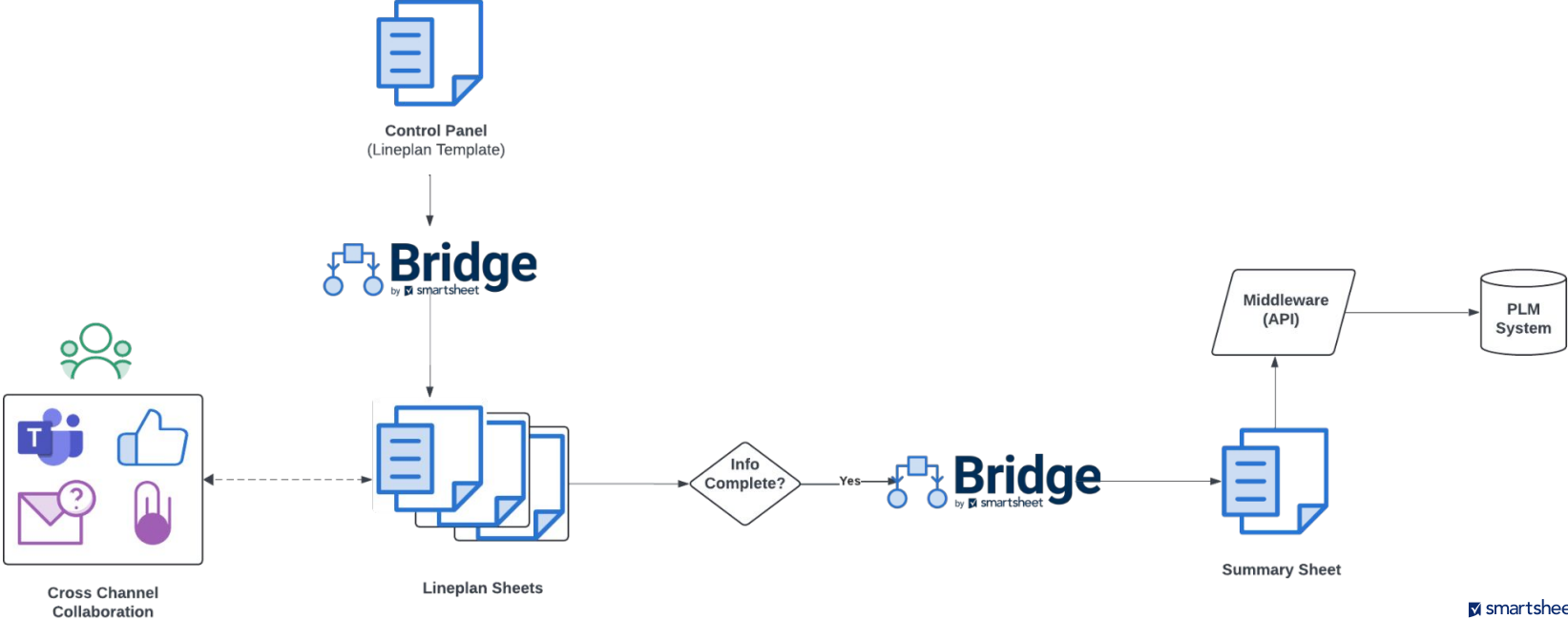
API

**Set of Integration Tools**

**API**

- > **Bi-Directional**
- > **Governance**
- > **No/Low Code**

# Solution Architecture





# The Lineplan Sheet






Where Product Line Managers, Developers & Designers Collaborate

smartsheet

File Automation Forms Connections Dynamic View

LINEPLAN Example PUMA\_FTW ☆ Share

Grid View Filter Arial 10 B I U ↻ 🔍

	Style Create	Style Update	Update Date	Update Message	Image	Style No	Style Description	Age	Gender	Business Unit	Line Name	Franchise	Corlways	Article Type
	<input type="checkbox"/>	<input type="checkbox"/>				396463	Palermo	Adults	Male / Unis	Lifestyle	Terrace	Palermo	Fast Pink Fresh Mint	Low Boot
2	<input type="checkbox"/>	<input type="checkbox"/>				398846	Speedcat OG	Adults	Unisex	Lifestyle	Racing Culture	Speedcat	All Time Red-PUMA White	Low Boot
3	<input type="checkbox"/>	<input type="checkbox"/>				378466	Fast-R NITRO Elite 'Marathon Series' Women's Running Shoes	Adults	Female	Running	Marathon	Fast-R	PUMA Black-Strawberry Bi	Low Boot
4	<input type="checkbox"/>	<input type="checkbox"/>				107684	ULTRA 5 CARBON FG	Adults	Male / Unis	Football	Football	Ultra	Lapis Lazuli-PUMA White-3	Low Boot
5	<input type="checkbox"/>	<input type="checkbox"/>				393725	PUMA HOOPS x CHEETOS® Scoot Zeros	Kids	Male / Unis	Basketball	Scoot Zeros		For All Time Red-Rickie Or	Mid Boot

# The Lineplan Sheet





Update Summary Sheet Link

smartsheet

File Automation Forms Connections Dynamic View

LINEPLAN Example PUMA\_FTW ☆ Share

Grid View Filter Arial 10 B I U

	Style Create	Style Update	Update Date	Update Message	Image	Style No	Style Description	Age	Gender	Business Unit	Line Name
	<input type="checkbox"/>	<input checked="" type="checkbox"/>				396463	Palemo	Adults	Male / Unis	Lifestyle	Terrace
2	<input type="checkbox"/>	<input checked="" type="checkbox"/>				398846	Speedcat OG	Adults	Unisex	Lifestyle	Racing Cu
3	<input type="checkbox"/>	<input type="checkbox"/>				378466	Fast-R NITRO Elite 'Marathon Series' Women's Running Shoes	Adults	Female	Running	Marathon
4	<input type="checkbox"/>	<input type="checkbox"/>				107684	ULTRA 5 CARBON FG	Adults	Male / Unis	Football	Football

### Sheet Summary

Update Summary Sheet

[Go to sheet](#)

# Summary Sheet after Bridge has run

## Summary Update Sheet - Overview

Style Update	Update Date	Update Message	Image	Style No	Style Description
<input checked="" type="checkbox"/>				396463	Palermo
<input checked="" type="checkbox"/>				398846	Speedcat OG

smartsheet

File Automation Forms Connections Dynamic View Style Update Summary - FTW ☆

Grid View Filter Arial 10 B I U

	Lineplan Attributes	PAC Style Update	-	--	Style No	Style Description
1	Style No	<input checked="" type="checkbox"/>			396463	Palermo
2	Style Description	<input type="checkbox"/>			398846	Speedcat OG
3	Age	<input type="checkbox"/>				
4	Gender	<input checked="" type="checkbox"/>				
5	Business Unit	<input type="checkbox"/>				
6	Line Name	<input type="checkbox"/>				
7	Franchise	<input type="checkbox"/>				
8	Coloways	<input type="checkbox"/>				
9	Article Type	<input type="checkbox"/>				
10	Fit	<input checked="" type="checkbox"/>				
11	Fastener	<input type="checkbox"/>				
12	Runner Type	<input type="checkbox"/>				
13	Playing Ground	<input type="checkbox"/>				
14	Development Type	<input type="checkbox"/>				
15	PLM	<input type="checkbox"/>				
16	Designer	<input checked="" type="checkbox"/>				
17	Developer	<input type="checkbox"/>				
18		<input type="checkbox"/>				
19		<input type="checkbox"/>				



# Updating the PUMA PLM system

## Transferring the data by utilizing Smartsheet APIs

smartsheet

File Automation Forms Connections Dynamic View

Style Update Summary - FTW ☆ Share

Grid View Filter Arial 10 B I U G A

	Lineplan Attributes	PAC Style Update	-	--	Style No	Style Description
1	Style No	❌			396463	Palermo
2	Style Description	🚩			398846	Speedcat OG
3	Age	🚩				
4	Gender	❌				
5	Business Unit	🚩				
6	Line Name	🚩				
7	Franchise	🚩				
8	Coloways	🚩				
9	Article Type	🚩				
10	Fit	❌				
11	Fastener	🚩				
12	Runner Type	🚩				
13	Playing Ground	🚩				
14	Development Type	🚩				
15	PLM	🚩				
16	Designer	❌				
17	Developer	🚩				
18		🚩				
19		🚩				

Sheet Summary : ? x

PAC Style Update 🔒

[click here](#)

# The Lineplan Sheet






## Result after updating the PUMA PLM system

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File Automation Forms Connections Dynamic View

LINEPLAN Example PUMA\_FTW ☆ Share

Grid View Filter Arial 10 B I U

	Style Create	Style Update	Update Date	Update Message	Image	Style No	Style Description	Age	Gender	Business Unit	Line Name	Franchise	Corlways	Arti
1	<input type="checkbox"/>	<input type="checkbox"/>	08/14/24	Style updated successfully		396463	Palermo	Adults	Male / Unis	Lifestyle	Terrace	Palermo	Fast Pink Fresh Mint	L
2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	08/30/24	Couldn't update "Designer" - Name does not exist in the PLM system		398846	Speedcat OG	Adults	Unisex	Lifestyle	Racing Culture	Speedcat	All Time Red-PUMA White	L
3	<input type="checkbox"/>	<input type="checkbox"/>				378466	Fast-R NITRO Elite 'Marathon Series' Women's Running Shoes	Adults	Female	Running	Marathon	Fast-R	PUMA Black-Strawberry Bi	L
4	<input type="checkbox"/>	<input type="checkbox"/>				107684	ULTRA 5 CARBON FG	Adults	Male / Unis	Football	Football	Ultra	Lapis Lazuli-PUMA White-	L
5	<input type="checkbox"/>	<input type="checkbox"/>				393725	PUMA HOOPS x CHEETOS® Scoot Zeros	Kids	Male / Unis	Basketball	Scoot Zeros		For All Time Red-Rickie Or	L

# The Lineplan Sheet

Where Product Line Managers, Developers & Designers Collaborate



## Notifications

All Requests



Shefali Aggarwal mentioned you in PUMA Lineplan - Shoes in Smartsheet

3 April 2024 • Shefali Aggarwal

@jack.featherstone@demo.mbfcorp.com  
Apologies for the delay, there were some clash o ideas which has now been resolved. I have now..



Abdellah Lazaar mentioned you in PUMA Lineplan - Shoes in Smartsheet

2 April 2024 • Abdellah Lazaar

@jack.featherstone@demo.mbfcorp.com we are awaiting confirmation of volumes from the factory. More to follow. Thanks



Abdellah Lazaar mentioned you in PUMA Lineplan - Shoes Inbox x



Abdellah Lazaar via Smartsheet <automation@smartsheet.mbfcorp.com>  
to me ▾

smartsheet



Abdellah Lazaar mentioned you  
**PUMA Lineplan - Shoes**

Row 8: 395205

@Jack Featherstone we are awaiting confirmation of volumes from the factory. More to follow. Thanks

Reply in Smartsheet

Or reply to this email to post your comment

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# 4

## Learnings & Where Next?

What we wish we'd known and where we're taking the solution now

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# Key Learnings

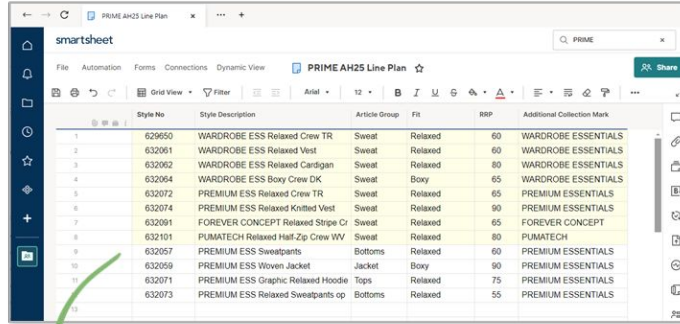
- **Enhanced Collaboration:** By leveraging Smartsheet as a central platform, PUMA was able to break down silos across departments, improving visibility and alignment on business processes across teams.
- **Seamless Integration with APIs:** Using Smartsheet's API capabilities, PUMA successfully integrated various internal systems, enabling real-time data sharing and reducing manual data entry for smoother operations.
- **Data-Driven Decision Making:** The integration of data points from different systems into Smartsheet allowed PUMA to track performance metrics more effectively, driving data-backed business decisions.
- **Automation with Smartsheet Bridge:** Implementing Smartsheet Bridge enabled PUMA to automate complex workflows, reducing repetitive tasks, improving efficiency, and allowing teams to focus on higher-value activities.



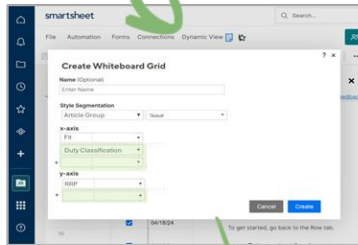


# Where Next?

## New Visualisations



Style No	Style Description	Article Group	Fit	RRP	Additional Collection Mark
629650	WARDROBE ESS Relaxed Crew TR	Sweat	Relaxed	60	WARDROBE ESSENTIALS
632061	WARDROBE ESS Relaxed Vest	Sweat	Relaxed	60	WARDROBE ESSENTIALS
632062	WARDROBE ESS Relaxed Cardigan	Sweat	Relaxed	80	WARDROBE ESSENTIALS
632064	WARDROBE ESS Bony Crew DK	Sweat	Bony	65	WARDROBE ESSENTIALS
632072	PREMIUM ESS Relaxed Crew TR	Sweat	Relaxed	65	PREMIUM ESSENTIALS
632074	PREMIUM ESS Relaxed Knitted Vest	Sweat	Relaxed	90	PREMIUM ESSENTIALS
632091	FOREVER CONCEPT Relaxed Stripe Cr	Sweat	Relaxed	65	FOREVER CONCEPT
632101	PUMATECH Relaxed Half-Zip Crew WV	Sweat	Relaxed	80	PUMATECH
632057	PREMIUM ESS Sweatpants	Bottoms	Relaxed	60	PREMIUM ESSENTIALS
632059	PREMIUM ESS Woven Jacket	Jacket	Bony	90	PREMIUM ESSENTIALS
632071	PREMIUM ESS Graphic Relaxed Hoodie	Tops	Relaxed	75	PREMIUM ESSENTIALS
632073	PREMIUM ESS Relaxed Sweatpants op	Bottoms	Relaxed	55	PREMIUM ESSENTIALS



**Create Whiteboard Grid**

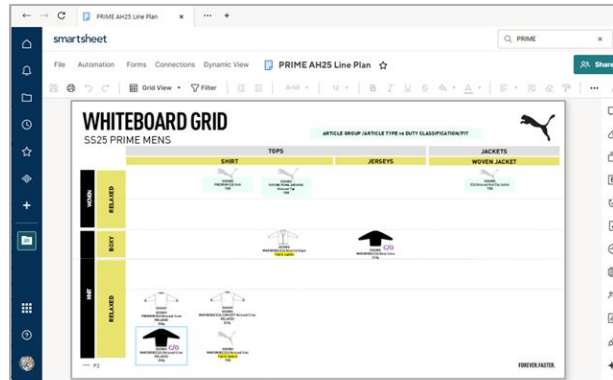
Name (Optional)  
Grid Name:

Style Segmentation  
Article Group: **Sweat**

X-axis  
Fit

Y-axis  
Duty Classification  
Top

Buttons: Cancel, Create



PROS: 

- SINGULAR DATA SOURCE
- NO 2X MANUAL MAINTENANCE
- REAL TIME DATA
- FLEXIBLE REPORTING
- READY TO USE MATERIAL

# Learning Objectives

What have you learnt today?

1. **You have learnt what it takes to build workflows with Bridge and custom integrations with the Smartsheet API**
2. **You have learnt about how fostering collaboration in your teams and your tech stack can drive successful business outcomes**
3. **You have taken away specific ideas on how you can use Bridge and the Smartsheet API to solve your own complex business problems**

# Q&A

Wednesday, 9th October

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# Like this? Check this out:

**The Future of Workflows: Iron Mountain's use of  
Advanced Solutions with Bridge and API**  
*Thursday 10:30am, Ballroom 2*



## Take the survey

We'd love to hear your thoughts on the session.

**Open this session in the mobile app, click "Survey,"  
and answer two questions — it's that easy!**

# Thank you.

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- **Network** with the Smartsheet team and your peers
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by participating in the conversation on social media!  
Use **#SmartsheetENGAGE** and tag Smartsheet  
in your posts all week long.



@smartsheet



@smartsheetplatform



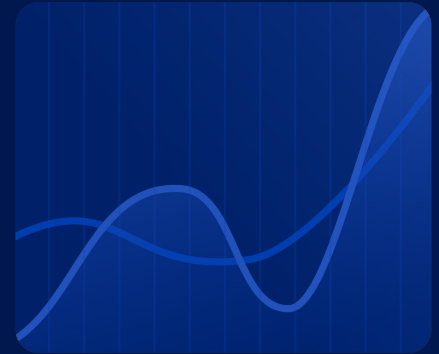
@smartsheet



@smartsheet



@smartsheet



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