

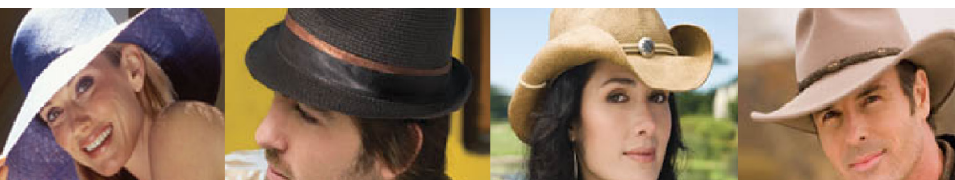
# **Dorfman Pacific's Implementation of Alfresco: Open Source ECM in Apparel Manufacturing**

**Formtek Business Application Solution:  
Digital Image Management**



## A Formtek Customer Story

# Dorfman Pacific's Implementation of Alfresco: Open Source ECM in Apparel Manufacturing



### About Dorfman Pacific

Dorfman Pacific prides itself in being one of the largest full-line, in-stock headwear and handbag company in the world. The company began in 1921 as Dorfman Hat & Cap Company in a 5,000 square foot facility in Oakland, California, and in 2011 will celebrate its 90th year in business at its 275,000 square foot facility in Stockton, California.

Founded on the concept that retailers would support a headwear business offering quality products backed by a commitment to strong service, Dorfman Pacific is successful today because of its adherence to this philosophy. In addition, during their 90 years in business, Dorfman Pacific has continuously changed to keep pace with their customers' headwear needs, while keeping their commitment to customer service, product quality, on time deliveries and competitive prices. Dorfman Pacific's motto is "In stock, priced right, ship today."

In 2001, on the 80th anniversary of the company, executives at Dorfman Pacific decided to begin a campaign of modernization. CEO Douglass Highsmith put into motion plans to reinvent the company by making technology a differentiator.

### The Business Challenge

In 2007, Dorfman Pacific resolved to implement an electronic solution that would centralize and automate the management of product information, including their extensive collection of digital catalog images, and facilitate distribution of the information to their factories. Until that time, the storage of product information was decentrallized, and the process for creating and updating images for product catalogs was time-consuming and error-prone. The company also wanted to reduce the time required for graphics department staff members to find, retrieve and distribute requested product images to resellers and distributors.

The product images used in Dorfman Pacific's hardcopy and online catalogs and marketing materials visually define how the public views them. As a result, management of those images is considered a key element of Dorfman Pacific's business.

Dorfman Pacific also recognized that managing their product data and associated images would be a complex task. For example, an item might be manufactured in different styles and colors, and each of those product variations can have an associated image. Photos taken using different camera angles or image resolutions may also need to be associated with the item. The large number of possible product and camera parameter permutations meant that any single catalog item may have very many associated images. And the images include Adobe® Photoshop® files typically 20-30 Mbytes each.

*"IMA improves the ability of our sales force and customers to utilize our extensive library of images for their own needs, while at the same time significantly streamlining our marketing, product development, and sales efforts."*

*Todd Gardner, Senior VP of Merchandise and Marketing for Dorfman Pacific*

## The Formtek Solution

Dorfman Pacific selected Formtek to build their digital image repository because of Formtek's successful track record of building secure and scalable mission-critical content management applications for use in demanding environments.

Alfresco™ Enterprise ECM software was selected as the content management software used for the Image Management Application (IMA) because the solution met all of Dorfman Pacific's basic functional requirements, and because of Alfresco's affordable subscription-based price point.

To store the metadata for product items and associated digital images, Formtek developed a content data model unique to Dorfman Pacific's requirements. The metadata in the content model includes the various style, manufacturing, and camera parameters of the product items and associated images. IMA then allows users to search over any of those metadata parameters and find images that match that criteria within the IMA repository.

As a browser-based application, the IMA client provides easy access for both internal and external users. But the IMA repository can also be accessed in ways other than via the browser. Users in the Graphics Department can mount the IMA repository as a standard network drive and can easily interact with the repository directly from their graphics software applications, such as Adobe® InDesign®, without needing to start the browser-based client.

Formtek sped up the input of large numbers of product images by creating a batch input program. The program validates the names of documents to be uploaded with data stored in Dorfman Pacific's STYLES database, reports any conflicts that are found, and allows the user to correct those conflicts. The images are then batch uploaded, into the IMA repository, and the filenames are parsed into metadata fields to provide added search functionality.

## The Results

The Dorfman Pacific IMA solution has met the requirements of the project charter and succeeded in producing significant efficiencies. Prior to implementation of the IMA solution, fulfilling a single image request often took 30 minutes. With the implementation of IMA, up-to-date and accurate product information is being distributed to the factories, and in most cases, customers can fulfill their own requests for images and other information, eliminating entirely the effort required of Dorfman Pacific's graphics department.

This initial success with IMA has led Dorfman Pacific to engage Formtek in discussions regarding upgrading and expanding the use of the IMA solution. One additional project being considered is to improve the custom product ordering process. This project would involve adding document types such as emails, purchase orders and specification sheets to the IMA repository, enabling automatic check-in of in-bound emails, and modeling the custom order workflow process within IMA.

## Solution Benefits:

- Centralizes access to all digital images
- Secures and granularly controls access
- Provides small-footprint web-based accessibility
- Speeds distribution of images to internal team, partners, distributors and resellers
- Allows dynamic updates of assets as new products and revisions become available
- Enables users to find and retrieve assets on a self-service basis
- Reduces the time required to process special requests for creating new versions of existing assets
- Eliminates the need to FTP, email or ship CDs when images are requested, or when product lines are updated or introduced
- Supports the creation and storage of images in multiple file formats
- Encourages consistency and reuse of assets





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#### **ABOUT FORMTEK**

For over two decades, Formtek has been providing mission-critical Enterprise Document and Content Management solutions and services to some of the most demanding industrial operations in the world. Our capabilities and experience, particularly in the areas of engineering drawing management, technical document management, and secure collaboration, have helped both small organizations as well as large global enterprises manage their most important information assets. Formtek solutions address real, day-to-day document management, content management, and records management requirements for worldwide customers in manufacturing, aerospace, defense, telecommunication, utility, and government.

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