

## CUSTOMER SUCCESS STORY

# SRG Apparel PLC speeds time to market with Polycom

### Industry

Manufacturing

### Daily Use

- Design meetings, concept to prototype
- Compliance meetings
- Supplier and offshore meetings
- Fitting meetings

### Results and Benefits

- Improves exchanges
- Facilitates communications
- Reduces travel
- Speeds decision making
- Improves process



**Rajesh Passi**  
Chairman  
SRG Apparel PLC



SRG Apparel PLC has over 40 years experience in fashion design and manufacturing, and is regarded as one of the leading suppliers for retailers and wholesalers across the world with a range of private label and SRG branded products. With global contributors deciding the latest trends and fashions at such a fast pace, speed in manufacturing and meeting these demands are crucial to such companies.

As a United Kingdom-based design house with offices in China and Bangladesh, it depends on the immediacy of video conferencing to connect its business. “Video helps us keep up with the pace of the fashion industry,” says Rajesh Passi, chairman of SRG Apparel PLC. “This business is getting faster and faster and we have to move with it.”

“Successful design that translates into sales depends on customer communication,” explains Emma Shepherd, design and development executive at SRG Apparel PLC. The company does not design in a vacuum, but rather, welcomes input from the customers. “We have a very quick turnover from the initial design concept to prototype sampling,” she explains. “The customer can be shown the garment on screen and if there is anything incorrect, we can modify it and rectify the problem.”

However, speed to market is only a competitive edge if the manufacturer makes the garment to the exact specification. If a product hits the shelves and one detail is incorrect, it could mean investing more time and money. Video conferencing enables these risks factors to be identified much earlier in the supply chain.

For Margaret Jenner, technical and compliance manager for SRG Apparel PLC, collaborative solutions are just as important as design sketches. “We encounter problems on a day to day basis, so we are in contact with our suppliers and offshore offices,” she explains. “We’re able to show them within minutes exactly what the

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Rajesh Passi, chairman, SRG Apparel PLC

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Margaret Jenner, technical and compliance manager, SRG Apparel PLC



Partner



Product Listing

Telepresence and Video Conferencing

- Polycom® HDX® 6000 telepresence solutions
- Polycom® RealPresence® CloudAXIS suite

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Keeping in tune with fashion trends is another critical link in the supply chain, reports Mahesh Patel, managing director at SRG Apparel PLC. “Our designs are developed by our global market intelligence. Understanding what’s on trend, interpreting it commercially and relaying this to our offices in Bangladesh and China in a timely manner is the key to our success.”

Fashion passes through many hands before it’s embraced by the mass market. What’s most important to a globally dispersed company is being able to break down those distance barriers with collaborative solutions. “It’s just clarity and nothing is lost in translation,” says Shepherd. “Everyone can understand the visuals. It’s really transformed the way we work the business now.”

The Polycom® solutions are very much part of the everyday operations at SRG. Patel starts most days with an early video call with his team in Bangladesh, and ends them with calls with his customers in the USA, and confirms, “We develop better rapport with video collaboration. It’s been very successful in terms of developing relationship with our customers.”

#### About Polycom

Polycom helps organisations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with secure video, voice and content solutions from Polycom to increase productivity, speed time to market, provide better customer service, expand education and save lives. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience, the broadest multi-vendor interoperability and unmatched investment protection. Visit [www.polycom.co.uk](http://www.polycom.co.uk) or connect with us on Twitter, Facebook, and LinkedIn to learn more.

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