

The Parker Avery Group Launches Diagnostic Services for Omnichannel and PLM

The Parker Avery Group Expands its Services Offerings

ATLANTA, GA – January 13, 2014 – The Parker Avery Group is pleased to announce the launch of a new Diagnostic service offering for Omnichannel and Product Lifecycle Management (PLM). In order to meet the exceedingly high expectations of their customers, companies are seeking product innovations, time-to-market improvements, and cradle to grave efficiencies. However, organizations often do not know which parts of their organization are most in need of improvement nor how best to plan and mobilize efforts to implement change. Parker Avery’s Diagnostic services are valuable tools that assist companies in identifying their opportunities for improvement and establishing a plan for achieving them.

“We are pleased to launch a series of Diagnostic services for Omnichannel and PLM,” says Robert Kaufman, CEO of The Parker Avery Group. “These tools will assist our Retail clients in developing a strategy and plan that connects their desired future state in these areas with their overall business objectives.”

The Parker Avery Group’s Diagnostic service starts with developing an understanding of a client’s key objectives, current capabilities, business challenges and resources. Identifying improvement opportunities within targeted functional areas of the business follows this initial step. These specific improvement opportunities are a critical deliverable, and serve as an input to the development of a high-level roadmap depicting the major activities required to achieve the identified improvements, as well as for establishing a foundation for creating the supporting business case. A key outcome of the Diagnostic is a platform for discussing the different challenges and capabilities needed to address clients’ organizational, process and system changes.

“Our consultants provide thought leadership and guidance, taking the time to understand a retailer’s unique culture, business processes, organizational structures, strategies and talent,” says Kaufman. “With the results of the Diagnostic in hand, clients will ultimately be able to refine their goals into an actionable plan that can deliver meaningful business process and systems capability improvements.”

About The Parker Avery Group

The Parker Avery Group is a boutique strategy and management consulting firm. The firm’s professionals serve as trusted advisors to leading retail and apparel brands. Parker Avery combines solid retail industry experience with proven consulting methodology to deliver measurable results. We specialize in merchandising, supply chain and the omnichannel business model, integrating customer insights and the digital retail experience with strategy and operational improvements. The Parker Avery Group helps clients develop enhanced business strategies, design improved processes and execute global business models. To find out more about The Parker Avery Group’s Omnichannel and PLM Diagnostic Solution contact us at contact@parkeravery.com

Contact:

Samantha Sorrells
The Parker Avery Group
770-882-2205 ext. 110
samantha.sorrells@parkeravery.com