



## Infor Fashion



**Infor Fashion helps drive business success for thousands of companies worldwide by giving them the tools they need to develop more products and get them to market more quickly.**

### Speed is everything.

The “Fast Fashion” model demands a whole new emphasis on agility and responsiveness. “Speed to market” is no longer enough of a competitive advantage—the key is “speed to the consumer.” That means managing smaller, more frequent production runs with complex global supply chains, coping with endless variability in source materials and finished goods, and coordinating all the component deliveries from around the globe that make up the compilation of a collection. In today’s unforgiving economic climate disappointing a customer by falling behind is tantamount to falling out of the business. You need technology that helps you successfully perform a complex international balancing act in order to come out on top.

### Industry-wide opportunities.

Infor™ understands the distinct business challenges faced by the brand owner, distributor, manufacturer, and retailer. We joined forces with fashion industry leaders and developed Infor Fashion, a far-reaching solution that helps you deal with the key processes that make up global supply chains. Because this solution is shaped by Infor professionals with decades of experience in the apparel, footwear, home textiles, and accessories industry, we help you manage the entire fashion process, from design, development, and sourcing to production and distribution.

With this industry-specific solution, you can increase customer satisfaction, reduce errors in the end-to-end process, and help you turn more of your gross revenue into net profit.

Turn your obstacles into opportunities by:

- Driving out inefficiencies.
- Reducing the pre-planning cycle and pre-production phase.
- Improving supply chain efficiency.
- Trimming time lost in pre-production.
- Slashing time to market.

### Long term success.

Infor Fashion’s customers represent decades of experience navigating evolving challenges in the fashion and apparel industries. These brands trust Infor solutions for long-term success because they know that we see the unique demands of the fashion industry and deliver solutions based on that understanding.

Some of our customers:

- Brandix
- DBA
- Red Wing Shoes
- Rossignol
- TAL

## Specialized by industry.

Infor Fashion is specialized for the fashion industry, which means it offers the broadest, deepest solution for the entire fashion industry. Our solution addresses your most critical demands, including:

### **Product Development.**

As a fashion company you need to be able to introduce new products quickly and manage the life cycles of different types of products effectively. Infor Fashion can help you streamline the development of new products and the introduction of new collections. This will shorten your time-to-market, improve quality and reduce product development costs. Assortment Management for Retail Channels Are you a fashion brand owner with your own manufacturing, or with a sourcing business model? Perhaps you are a private brand retailer? If you are, then your business no doubt operates in a highly dynamic environment where fashion trends can change overnight. If you do not have the right product mix in each store at any point in time you risk losing sales opportunities and your brand image and customer loyalty may suffer. Infor Fashion helps prevent ticket price markdowns that squeeze or eliminate your profit margins.

### **Demand Management.**

No one can tell when the next big trend will arrive. Anticipating demand in the fashion industry can seem as much art as science. Companies need to be able to forecast at a much higher level than in other industries, often with products that have no statistical history. Infor Fashion can help you improve the accuracy of your demand projections, leading to higher customer service levels and reduced inventory.

### **Customer Relationship Management.**

Wherever your company sits in the fashion value chain, managing customer relationships and achieving high customer service levels is critical to your survival. Infor Fashion provides a comprehensive view of these relationships, including not just customer service but aspects such as sales and distribution.

### **Tactical and Operational Supply Chain Planning.**

Effective forward planning in the long, medium and short term is essential for your business to move from a “push” model to a demand-driven supply chain model. The more flexible and agile your supply chain, the quicker you can react to changes in consumer demand.

### **Infor Fashion helps you:**

- Enhance demand planning and forecasting
- Get better control over inventories
- Collaborate with your value chain partners
- Improve connectivity between your solution components
- Turn more of your gross revenue into net profit
- Reduce errors
- Increase customer satisfaction

Infor Fashion provides you with the tools you need to make key planning decisions across all time horizons, from production plans to detailed production sequencing.

### **Sourcing.**

Effective sourcing is critical to successful on-time delivery of quality goods for any apparel firm. Infor Fashion provides tools to help plan to use your most strategic options, communicate effectively with suppliers, automate the generation of your buy plan and track the progress of your inbound supply. It also helps reduce buffer inventory levels and shorten lead times while simultaneously retaining focus on customer service levels.

### **Production.**

For any company managing its own production, successful planning and execution are the keys to maintaining performance and meeting demand. Infor Fashion helps plan production across long- and short-term horizons, right through to the delivery of goods to the distribution warehouse. Even better, it helps you plan and execute in a manner that allows you to make an intermediate stop in a distribution warehouse unnecessary and eliminates more inventory cost from the overall value chain.

## A new way of working.

What if you could not only improve the efficiency of your business processes, but reinvent them? If all your employees could be freed from their desks, they could be productive from anywhere. Time wasted searching for information could be channeled directly into acting upon that data.

Infor Fashion is built on ground-breaking technologies that deliver new levels of usability, connectivity, and insight. Based on the latest advances from both the consumer and enterprise worlds, these technologies change everything you thought you knew about business software.

You can't sell what you don't have—but, you also can't sell what they don't want. With the right systems you'll learn to recognize the difference and optimize the use of your inventory investment.

**Organized.** Role-based dashboards and powerful personalization tools let you arrange graphs, key metrics, priority alerts, and favorite inquiries on a single screen. You'll have just one place to go for all the information you need, and make better decisions faster.

**Mobile.** Infor mobile applications put the power of your Infor solutions on your tablet or smartphone, so you can be productive anytime, from anywhere. With Infor mobile applications, out of the office doesn't mean out of touch. Confident. Alerts and pre-defined workflows automatically deliver critical, role-based information to you, when you need it. You'll be able to act faster to avoid carrying too much of the wrong inventory, and become more proactive with suppliers, customers, and retailers.

**Connected.** With sourcing in one system, demand management in another, and assortment management in yet a third, it can be difficult get a complete picture of your business. Infor's ION technology simplifies connectivity between all your existing applications, whether they're Infor or non-Infor. You'll enjoy seamless integration and a unified user experience across all your systems.

**Reliable.** Infor Fashion provides a single, reliable source for all your reports—even when information is drawn from multiple systems across your business. Out-of-the-box, you get powerful role-based reports and industry-specific business intelligence derived from our 25+ years and 1000+ customers in the fashion industry.

**Social.** With our social collaboration capabilities, you can transform the way your company works. Imagine being able to work together on the same project or document in real-time. Everyone in your organization will be able to work in communities of shared interests, collaborate more effectively, improve processes, and act faster, be more productive, and get better results.

**"We are excited about the opportunity this technology affords us to improve our customer service by more tightly coordinating our internal operations."**

**—Gerald Rhoads, VP, Administration and Finance, Smart Shirts**

## Built for results.

Rapidly develop products that consumers want, and then get those products to market more quickly than your competitors. Infor Fashion will streamline sourcing and sample management, simplify design and product development, and automate sales. You'll be able to focus on what matters most to you, whether that means showcasing new designs, simplifying the ordering process, or just being optimally positioned to run your business. You'll be able to implement Infor Fashion quickly, minimizing the solution's time to value, and meeting your goals even faster.

With Infor Fashion, you'll:

- Strengthen collaboration with suppliers, customers, and partners
- Design more products, faster
- Lower manufacturing and distribution costs
- Accelerate new product introductions
- Improve supply chain performance
- Boost efficiency and service

## Infor in action.

No matter where you stand in the fashion world, Infor Fashion can help solve your most pressing challenges. Take a look at some of our success stories.

### TAL

One of the largest and most successful fashion apparel producers in the world, TAL makes more than 55 million garments a year and accounts for one in every seven dress shirts sold in the United States. A major challenge for the firm is maintaining an evenly loaded plant without peaks and valleys. Between periods of peak demand, such as the Christmas season and the slack, off-season periods, plants can easily be over- or under-loaded by 20 percent. By leveling out its production cycle, TAL saves on an order of USD 3 million a year. Infor Fashion brings TAL this savings, plus potential for added business.

### Rossignol

Rossignol, the global leader in winter sports, launched a major reorganization aimed at restructuring the company's processes, making them more uniform and efficient. The company built the initiative around Infor software because it appeared tailor-made to suit its fashion and distribution business requirements. From snowboards to sunglasses, Rossignol designs, manufactures and markets winter sports goods under several brand names such as Rossignol, Dynastar, Look, and Lange. This means that the company launches a large number of new products every year. The business is highly seasonal, with over 70 percent of its sales made in the first weeks of the winter season. Rossignol also has a broad customer base from major distributors to small mountain boutiques. To manage this level of complexity

on an international scale, Rossignol needed a highly-responsive distribution system and an effective logistics system. The benefits of adopting the Infor Fashion solution were quickly evident. A more streamlined organization and the introduction of key performance indicators enabled the company to manage and respond to challenges such as seasonal demand, weather, and sporting events with greater agility. The new system has allowed Rossignol to improve service and customer relations, two key factors in a highly competitive sector.

### DBApparel

As part of the DBApparel group and based in Spain, Sans Branded Apparel manufactures, sources and distributes undergarments and apparel under such leading brand names as Abanderado, Princesa, UNNO and Ocean. A long-term Infor Fashion customer, the company faces the numerous challenges associated with managing complex supply chains, high order volumes and a wide range of product lines. As a result of the powerful functionality of Infor Fashion, DBA Iberia is improving its processes and efficiency in such areas as logistics, purchasing, finance and planning.



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## About Infor.

Infor is the world's third-largest supplier of enterprise applications and services, helping more than 70,000 large and mid-size companies improve operations and drive growth across numerous industry sectors. To learn more about Infor, please visit [www.infor.com](http://www.infor.com).

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