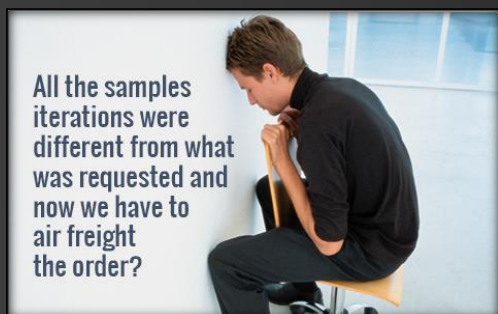




SoftShoe

Do These Product Development Challenges Sound Familiar?



Enterprise PLM

A Tailor-made Solution for Footwear

SoftShoe facilitates effective communication and collaboration, synchronizes distributed product teams and streamlines products into integrated processes across their life cycle. Increasing collaboration and communication makes global footwear teams more effective, speeds development, commercialization and production time, boost quality and sets the stage for innovation.

Whether your company specializes in

developing athletic or fashion footwear, a specific gender, one or many categories, SoftShoe can meet your challenges and provide significant benefits.

SoftShoe's comprehensive out of the box features and completely open API combined with its advanced user interface capabilities provide a powerful PLM solution for the footwear industry.

Why Choose SoftShoe?

- ✓ Real-time environment that supports global stakeholder collaboration.
- ✓ Gives immediate access and visibility to authorized users.
- ✓ Provides a single "version of the truth" to avoid wasteful duplication of effort & reconciliation.
- ✓ Brings products and related processes under tighter control.
- ✓ Optimizes selling price coordination.
- ✓ Accelerates quote and sample turnaround time.
- ✓ Enable sales to immediately provide accurate product details, associated pricing and delivery commitments.
- ✓ Scalable and secure.
- ✓ Footwear specific resulting in shorter implementation periods.

Organize your lines and capture style details easily

Style Manager

Line Management: Create them any way you wish such as collection, season, and year or by customer, season, year.

Style Brief: Capture and manage design/style elements; main materials, projected colors ways, and construction such as last/outsole/foot bed/shank. Target costing and pricing details as well as projected volumes can also be captured. Completing the Brief is the ability to capture design sketches, line drawings, and photos of print samples, logo details, pattern cutting and/or stitching details

allowing you to illustrate and communicate design/style objectives.

Product Manager

Critical to taking a style from concept to sample and then production is the Bill of Materials (BOM) in one or more colorways.

Product Manager provides on-line access and selection from:

Material Library: Allows for easy searching and selection of approved materials ensuring better control of material development, testing, usage and costs. Unapproved materials, a material

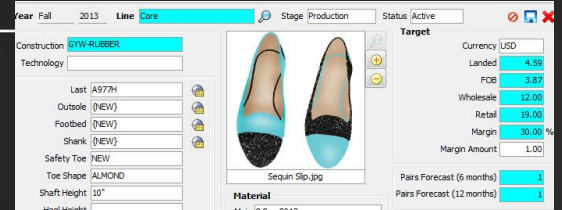
color and/or vendor are redlined in the BOM..

Component Library. Provides a global, multi-language dictionary of terms. BOM templates can be predefined with the Component Library.

Graphics/Attachments/Memo: Attach graphics drawings/images, other critical documents and make construction comments.

Sample Requests: Ability to generate sample requests and view existing orders and history.

Customized User Views, Audit Log
....and more



Client Profile

Topline is an industry-leading supplier of first cost footwear to a large number of US retail chains. In 2011, this highly successful company was acquired by Steve Madden.

SoftShoe's core modules were licensed and installed in 2005 in support of operations in China, design and sales in the US and senior management.

Product Specifications were suddenly available immediately to all stakeholders and only the current version, thus reducing errors and ensuring accuracy. The entire sampling process became more transparent and reliable.

(cont'd on Page 4)

Core Feature>>> Materials Library

Manage Materials and Compliance

The Material Library allows you to establish a hierarchy and categorize materials to fit your business. Organizing materials makes browsing, searching and accessing data easy. A single global repository for materials and their associated testing as well as material reference tables for lasts, colors and molds data is critical.

Update Materials

- Capture attributes pertaining to each material as well as vendor details, costs inventory details and user-defined information.
- Capture ID and attribute data related to lasts, colors and molds.

Query Materials

- View missing materials contained in BOM's by year, season and/or division. These on-line reports can be exported to Excel for review and allow for data entry of these of these new materials into the Material Library.
- Material Usage – Where Used?: Find, select and update any BOM's containing a specific material that may no longer wish to use and have replaced.

Material Tests

Testing is critical to internal and external compliance:

- Component Testing Types
- Organizations/Standards to be used such as ASTM, SATRA or MIL
- Acceptance Ranges for each test in terms of defects against defined sample quantities.
- Capture results



Core Features>>> Tech Packs, Sample Requests and Tracking

Generate Tech Packs and Sample Requests Easily

Tech Packs

From the Product Manager Dashboard, generate tech packs including attachments to your agent or Supplier.



Sample Requests

Request samples along with your tech pack. Emails are automatically generated. A forms maintenance tool is provided to maintain/update the layout of Sample Request as defined during implementation.

Sample Tracking

Once samples have been produced, overseas users can capture receipt dates, quantity and status {i.e. rejected, rework, wrong/partial quantity, etc.}, generate sample labels, shipment documentation and periodic status reports.

Add-ons>>> Product Change Manager and Preproduction Planning

These two add-ons broaden the participation of employees and bring tighter control to the specification change and/or preproduction processes.

PM Change Manager allows users to create change requests for one or more specifications and for authorized users in associated departments to approve the changes. Once the approval process is completed, these changes can then be applied against the specifications in Product Manager. Full revision control and audit trail on these changes are available.

Pre-production Planning permits overseas staff to view orders and update key production milestones. It allows management to take a proactive approach to any delays in production and shipment.

Add-ons>>> Costing and Pricing

Get Quotes Fast, Negotiate Well and Sell it Right

Costing

The SoftShoe Costing module is the premier tool for analyzing, developing, sharing, and reporting on detailed cost estimates, not just whole shoe costs.

- Allows costing staff and vendors to collaborate and agree on component materials, usage and loss for each product specification. Total costs can then be 'rolled-up'.
- Scenarios related to packing as well as labor, profit and overhead on production associated with a category of shoe, country of origin and production levels can be predefined and drawn upon. Other variable costs can be input.
- Total estimated costs are then auto-calculated with full visibility of the cost breakdown.
- "What-if" analyses can be performed
- Sign-off/approval facility
- Complete audit trails.

Pricing

For many fashion footwear companies engaged in "first cost" business or with a large SMU portfolios, obtaining pricing a newly developed style or revision has to be done quickly.

With the SoftShoe Pricing module, companies can better manage the entire quotes to order process during the sales cycle.

- Generate new Price Requests or to change cost price, components or materials to meet customer requirements.
- Act on new requests (assign to overseas office/hold/drop).

- Generate one or many request for quote (RFQ's) to one or more factories.
- Capture quotations received; Approve/reject or request negotiations on quotes.
- Create/update sales quotations and orders. Select and generate custom documents to customers.
- Comment threads ensure collaboration from price request to sales order.
- Complete audit log of changes/updates.

Costing>>

