



Rapid Time to Value for Footwear Companies, Large and Small

Customer Challenge: All too often, access to PLM software has been limited to companies who have the financial and/or human resources to implement an enterprise PLM solution.

Our Solution: With SoftShoeStyle, the implementation is quick and manageable, and our financing approach to licensing virtually eliminates the risk usually associated with critical applications. Increasing productivity and facilitating real-time updates to speed up the development process for even the smallest companies is now a reality.

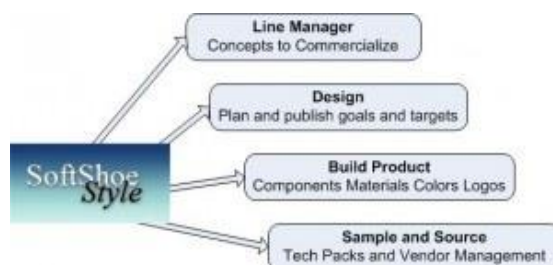
PLM Simplified

An Easy, Affordable Solution for Footwear

SoftShoeStyle, is an affordable PLM application that helps footwear companies, their designers, merchandisers and other product development staff to simplify the coordination of product development tasks.

It provides a unified, single version of specifications, product information as well as samples and their status in real-time that allows colleagues to collaborate anywhere.

Why Choose SoftShoeStyle?



Scope: Tailored to the footwear industry's requirements, not others. Best practices are built-in.

Usability: Intuitive with a dashboard-concept user interface that leverages our familiarity with dozens of company's internal Line Plan sheets and Spec packages.

Ease of Installation: Many companies cannot afford to spend more than a single

season implementing a disruptive technology with extensive training required. SoftShoeStyle is an easy install and user training exercise.

Cost of ownership: Low implementation, training and administration costs.

Scalable: Whether you need to add users or any of our add-ons, SoftShoeStyle can scale up and across to be your long term solution.

Core Features>>> Lines and Styles

Organize your lines and capture style details easily

Line Manager

Create your line folders any way you wish such as collection, season, and year or by customer, season, year. There is also a built-in Line Calendar to keep you on time.

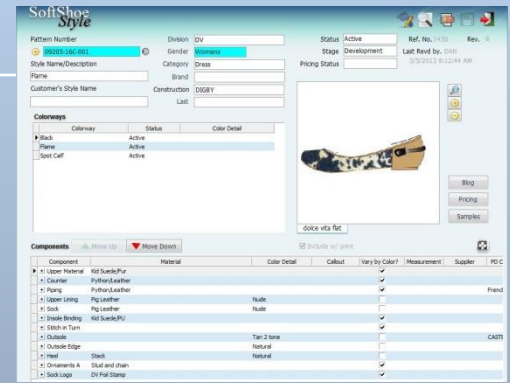
Style Manager

Style Positioning: Capture color ways, construction details, sizing, product categorization, market and customer information, target pricing, status (Development, Adopted and Dropped, as examples) and more. Pre-defined tables exist to make your job easier.

Graphics: Support the Spec with callouts, line drawings, and sketches, sample photos, logo details, pattern cutting and stitching details. Users can define any image as the specification ‘Thumbnail’, which can display in the Style Dashboard for quick referencing and selection.

Component and Material Details:

Users can select Components from the system’s reference dictionary of names. Materials, their attributes and suppliers, if known, can be recalled from an incremental search or entered right into the style



specification if they have never been sourced before. Add Construction comments as needed.

Blog: Out-of-the-box threaded Style discussions let you communicate information and share attachments in an organized fashion rather than across multiple e-mails. Historical searches are made easy.



Client Profile

The first cost division of Steve Madden operates through Adesso-Madden, Inc., a private label subsidiary that designs and sources footwear products for mass merchandisers. Its rapid growth necessitated the need to standardize and implement an easy to use PLM solution.

Implementation of SoftShoeStyle took eight weeks and another four weeks to implement the Pricing module add-on.

Core Feature>>> Style Dashboard

Drive and Monitor Your Development from a Single Dashboard

At the heart of SoftShoeStyle is the Style Dashboard where authorized users can quickly access styles contained in any line folder in the system.

Views are available in list or graphics mode. Quickly copy, move and/or delete styles.

It is also a virtual line sheet that allows users to view, at a glance, important details including status.



An Easy, Intuitive Interface Makes Training Easy!

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

Sampling and Sending Tech Packs Made Easy

Tech Packs

From the Style Dashboard, generate tech packs (including any relevant attachments) and email 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, users can capture receipt dates and status {i.e. rejected, rework, and wrong quantity}. Further functionality to generate sample labels, shipment documentation and status reports for clients can be added.

Business Intelligence

The implementation of SoftShoeStyle opens up an opportunity to access a wealth of data via leading report writing tools such as Crystal Reports. The data available for mining covers a broad spectrum of the product lifecycle, including samples, costs, margins, as well as product data.

There is also an easy to use basic reporting tool built-in. These reports can be exported to Excel for sharing outside the SoftShoeStyle community of users. Example reports include:

- Product development timelines
- Sourcing Analysis
- Sample quality & timeliness by agent, factory or customer
- Percentage of prototypes commercialized per season and year
- Cost quote analysis by agent, factory or product category

PR Ref	Status	DeliveryDt	Proj Qty	Buy	Agent	Colors	Sell	Margin	Retail	Comments
DVMW00801-001 - 2/27/2013	Pending	2/26/2013	5,000	\$9.50		2	\$22.00	132%	\$99.00	
Status	Active	Factory	Shoenet-Botas	Quote	QuoteType	XFTY	Valid Until	MoQ	Min Mtrl	Order
Active		ICB		\$9.50	Landed	3/29/2013	3/15/2013			
Active				\$9.80	Landed	3/29/2013	3/15/2013			
DVMW00801-001 - Attractions - 2/28/2013	Pending	4/11/2013	5,000	\$15.00	Attractions	4	\$33.00	120%	\$56.00	Price at 10k delivery too

Add-on>>> Pricing

Get Quotes Fast and Sell it Right

PC or Mac? You choose.



Mac's will require the open source application called Wine (<http://www.wine.org>) which allows applications to run natively on the target MAC OS. No Windows needed with this solution. Clients may wish to license a commercialized version of Wine called CrossOver (<http://www.codeweavers.com/>) if you intend to run other Windows applications and prefer more comprehensive support options.

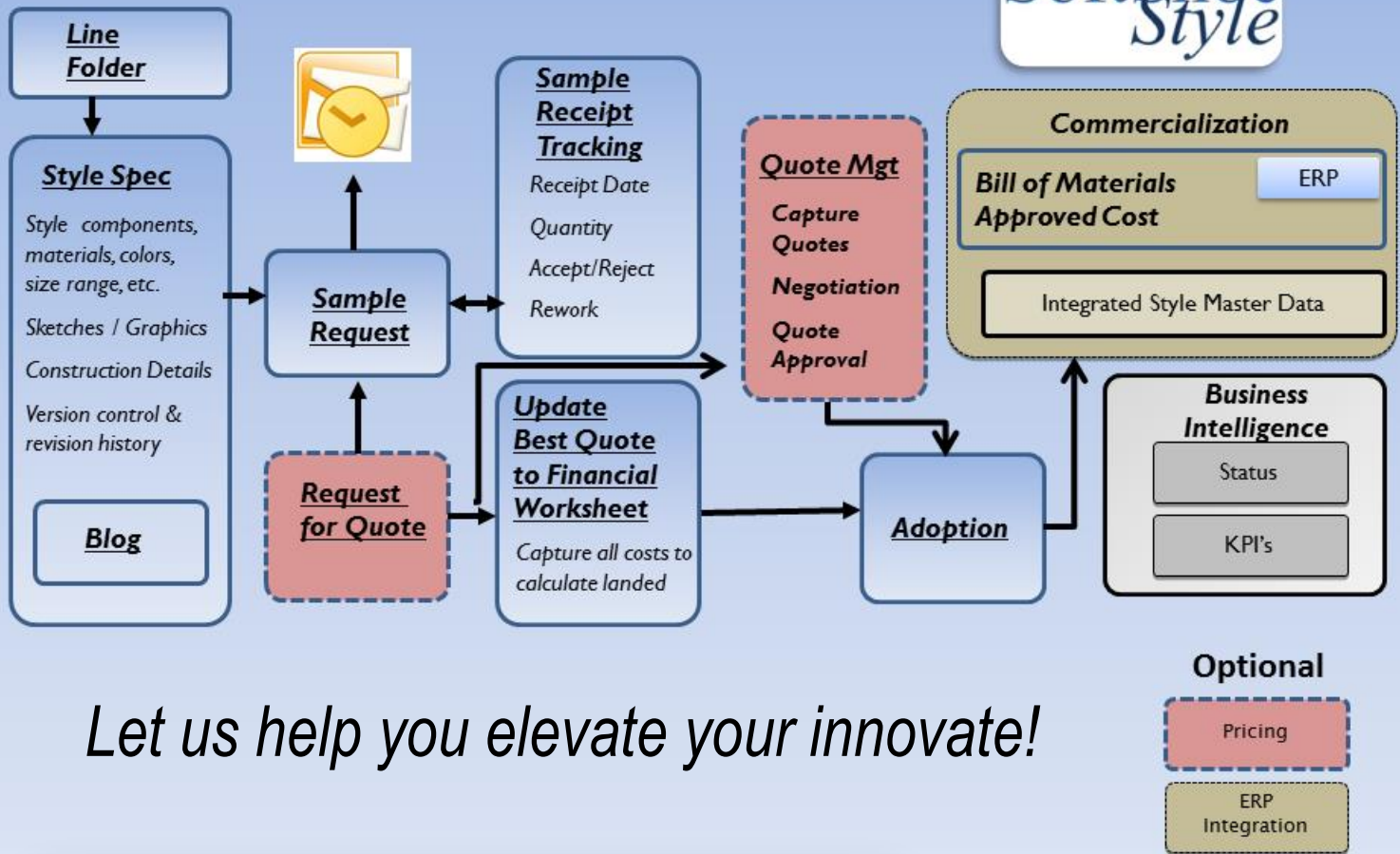
The SoftShoe Style Pricing add-on allows you to manage factory cost quotes, client pricing and the overall quoting practices during the sales process efficiently.

From the Style dashboard, users can:

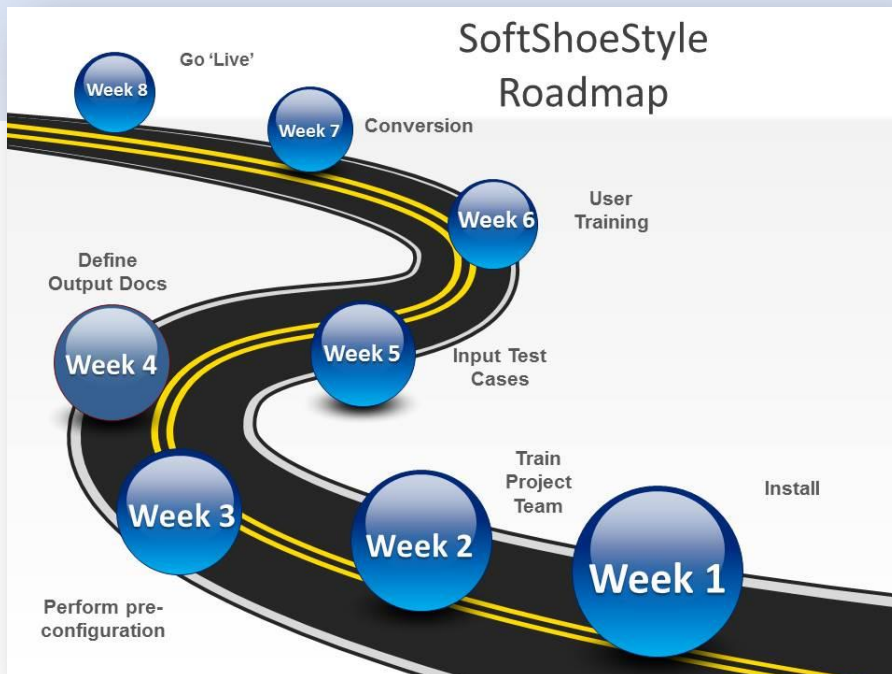
- Dynamically create a new price request with or without a sample request. Assign an Agent/Factory to quote. Price requests can include target price, volume, customer and preferred factory if request is going to an Agent. Users can also attach specs, drawings or other pertinent details to meet client requirements for a particular style.
- Generate Price Requests for any number of suppliers. Each Price Request can include product specification details and other critical details to ensure accurate supplier quote.

From the Pricing dashboard, users can:

- Capture quotes received, update status including acceptance or rejection of any quote. Via Factory Access (see next section below), cost quotes can be captured by vendors themselves and automatically received/updated to Pricing.
- Vendor and customer comments can be added. Minimum order requirements and committed order quantities can be captured as well.
- Password and security controls to this highly sensitive data are included.



Let us help you elevate your innovate!



GTS' technical **support** & **implementation** services are world-class. Our global team is extremely knowledgeable about PLM and the footwear industry.

Contact us at 1+ 888-824-1458

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