

Press release

Datatex chooses IBM to Help Deliver On Demand Solutions to Meet Textile Industry Customer Needs

Datatex Joins IBM PartnerWorld Industry Networks

Baar, June 30, 2005 – Datatex today announced it has achieved industry optimized in IBM's PartnerWorld Industry Networks. Datatex can now take advantage of IBM's sales, marketing and technical expertise to develop and deliver on demand solutions that meet customer requirements in the Textile and Apparel industry.

The textile and apparel industry is where datatex has chosen to specialize: datatex customers can rely on services based on industry best practices and the solutions it produces demonstrate knowledge of the way the industry works whilst using the latest information technologies.

Datatex solution is the world's most advanced enterprise resource planning (ERP), fully developed under the universal J2EE standards, based on IBM WebSphere Application Server architecture, and therefore enabled to main hardware and software platforms. In particular the datatex solution runs on IBM WebSphere Application Server and IBM WebSphere Application Server Express on all supported platforms (AIX, HP-UX, Linux, Solaris, MS Windows, OS/400 and i5/OS).

Joining the PartnerWorld Industry Network will help datatex to be known as “niche market” independent software vendor (ISV), fully dedicated to the textile and apparel industry, with a long list of success stories in implementing ERP solution for customers of any size: reducing their time-to-market, increasing efficiency, reducing waste, inventories and other redundancies are the achieved goals.

“Developing the datatex solution in a J2EE compliant environment – told Franco Benvadi, datatex Development Manager – allowed us to face the unmatched variety of the textile industry supply chain structure and of its manufacturing process steps. Developing by component helped us to fit the textile industry requirements; joining PWIN will help us making the facts known.”

"PartnerWorld Industry Networks is mobilizing thousands of ISVs, helping them to develop customized, industry solutions for customers," said Gabriel Tal, director of ISV & Developer Relations, IBM Europe, Middle East, Africa. "Customers aren't seeking a one-size-fits-all solution -- they want tailored, industry-specific solutions that can help solve their business challenges. Through PartnerWorld Industry Networks, IBM is working closely with datatex to deliver open and flexible solutions to match our customers' needs."

The IBM PartnerWorld Industry Networks provide ISVs with comprehensive business insight, technical resources, networking opportunities, and marketing and sales support designed to help them reach more customers and close deals faster. Participants in the PartnerWorld Industry Networks can team with IBM to bring on demand solutions to market more easily and to ensure these solutions meet specific industry needs, reflecting how customers buy technology today. ISVs, who have attained one or more Industry Optimized competences have successfully integrated with on demand IBM infrastructure software and hardware and demonstrated success with customers in the industries they note.

ISVs can sign up for PartnerWorld Industry Networks at www.ibm.com/isv.

Datatex is the world's leader in ERP solutions for the textile and apparel industry, with over 350 satisfied customers in 35 countries around the world. The datatex ERP for textile is a suite of modules divided into the various functional areas of management such as sales, inventory control, manufacturing, planning, costing and quality management. The Datatex software for textile and apparel is totally adaptable to small and very large companies, producing any part of the supply chain from fiber to garment. Due to its extremely high degree of flexibility, the datatex solution can be set up to serve most any company in the industry with minimum modification. <http://www.datatex.com/>

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