

Press release

Milan, April 3, 2006

Datatex Serves up a Fine Vintage at the Wine Museum

Datatex, a world-wide provider of ERP solutions, organized a successful and informative meeting for the textile and apparel industries at the Museum of Wine Zonin in Gambellara – Vicenza (Italy). The core issue of the work session was based on a recent statement by Paolo Zegna – President of SMI-ATI, the Italian Textile Trade Association. He was focusing how the domestic textile and apparel industry, with its high labour cost, can be competitive. He stated, “We have to sell at high price that which has a high cost for us, making evident that the value of our product must be higher than its cost.” There is a clear link to the Museum Zonin in that the wine industry demonstrated, in the mid-sixties, that there was success in providing the best wine imaginable to the largest possible number of consumers; that people will pay for value.

The meeting developed this idea by discussing how to improve customer service, while controlling the costs connected to production and inventories. The first step is to analyze how IT can enhance the business. Beppe Dovera, one of the most respected IT guru’s in Italy, outlined how a company can achieve world-class demand management, that is by “(a) integrating all its processes, internal and external, with the key partners and customers, (b) and be able to respond, in real-time, to the customers’ requests, along with new opportunities in the marketplace.

The next topic was based on a study done by Bob Beecy, Datatex USA Marketing director on how textile and apparel organizations are being forced to move from Launch and Repent (Make-to-Stock) to Quick Response and onto Supply Chain Management. In this journey, requiring greatly enhanced customer interaction, information systems must become more robust, timely and granular. It is also critical that the all databases become seamlessly integrated as each discipline becomes more reliant on the other. The implemented IT solution should have flexibility and functionality, as these features are critical when item and cost definitions change frequently and rapidly. Finally, the new IT tools will require optimization logic, in terms of materials and capacity, to allow planners and schedulers to smooth disparate demands and multiple product offerings on the shop floor.

In response to these needs, Datatex presented NOW, its new solution featuring the world's most advanced ERP, fully developed under universal J2EE standards, which allows it to perform across all hardware and software platforms. The Datatex solution fully supports all textile and garment requirements with features like: multiple size matrixes, numerous put-up configurations, recipes, print designs and weave patterns, dynamic bills-of-material and routings and multiple user-defined units of measure per item type, which allows users to sell, stock and ship based on customer needs and market requirements. Moreover it supports dynamic product development, with minimal data duplication, because features like color can be defined as secondary characteristics and be maintained in separate tables, easily connected to the parent item. In addition to these attributes, the Datatex solution fits industry requirements for global computing thanks to its development with a web-based architecture and across all industry standards (J2EE, WEB Services, and XML).

In addition to its core ERP offering, Datatex presented its unique planning tools: VIP, TRP, & MQM. These modules cover the full planning cycle, from order acceptance to machine level sequencing, and feature the new MQM module (Machine Queuing Management), which is a totally graphic tool that allows the user to optimize machine utilization while meeting customer critical dates. A significant number of successful references confirm that the Datatex approach provides strong functionality in the critical areas of customer service and cost containment.