

ABS NEWSLETTER

Fall 2009

Exciting things are happening at ABS!



Do all of your customers look the same?

How well do you know your customers?

If you can't tell the difference between your customers then it might be time to look at what Customer Relationship Management - CRM – software can do for you.

New ABS Website arriving October...

We're working hard revamping the ABS website making sure you can find the information you need quickly. The new site will also provide information on what's happening in the apparel & footwear industries and offer insights to help improve your business. [Be sure to check it out.](#)

PLM - Not just another acronym

Tracking every detail on the products you sell from design to discontinuation and keeping those details all in one place saves time and makes all the difference when trying to meet today's tight deadlines. Find out what PLM is and how it can help you keep and organize all the important details about your products.

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@ www.twitter.com

Webinar Schedule

CRM - What can it do for you?

Tuesday, October 6th 1PM ET

PLM

Wednesday, October 14th 1PM ET

Click on the links above to register for ABS Webinars.
If unable to attend, ABS Webinars are recorded for replay at anytime

CRM: Time to get to know your customers!

CRM is an acronym for Customer Relationship Management, a much talked-about concept. But what really is CRM?

Well, it is a management strategy and culture with the aim of retaining and growing customers to ensure that the business will remain profitable.

In order to succeed with CRM and retain and grow your customer base, here are just a few of the things you'll need to do:

1. Know enough about customers and their business to be able to identify opportunities whenever they arise. Access to this kind of information will make the sales force more efficient focusing only on activities likely to generate revenue.
2. Customers will stay with you if they get something that can't be found elsewhere. It may be quality, price or simply great service. It can also be that they are never bothered with products that they don't care about, receive only relevant offers or that they and their business are understood. The result is a consistent and high level of customer service.
3. The goal will always be to increase the likelihood of a repeat

purchase, meaning the customer will return to buy again because they want to.

CRM is not new. Retail stores have been directly handling their customers, one-on-one, for a long time. This works if you are a small shop with about 200 customers; but not so well if you have thousands of customers nationwide or globally. It is hard to provide a personal and rewarding experience for each and every customer when there is a large customer base.

However, it is possible... with the right technology. A solution like Microsoft Dynamics AX CRM enables personal interaction on a mass scale, a high level of service and the collection of a wealth of customer data to further strengthen customer relationships.

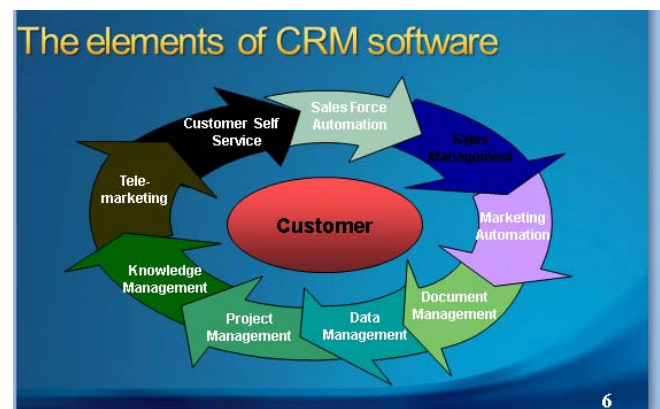
CRM is not about technology. It's about people and strategies. CRM software is meant to support a strategy. That strategy is where company direction is decided, the level of personalization, what

customer data is collected, product customizations and more all of which should be decided well before a CRM solution is chosen.

A proper CRM Strategy involves 5 elements:

- Properly trained Front Office Staff
- Proper data and good use of it
- Proper workflow processes
- Proper integration of Front and Back Offices
- Proper software to support the strategy

Putting all the individual pieces together is what makes a successful CRM Implementation.



Software components that make up a good CRM tool.

For more information check out the ABS Webinar on:
Tuesday October 6th
@ 1:00 pm ET

PLM Product Lifecycle management

Just about the biggest “buzz word” in today’s apparel and footwear vocabulary: PLM. So many people are talking about it. But what really is PLM and more importantly what can it mean to you?

Product life cycle management (PLM) is a set of business processes and supporting tools which help firms to improve the way they manage their product development. It is particularly useful for footwear and apparel manufacturers who need to respond to new fashion trends quickly or collaborate closely with customers and suppliers in order to remain competitive.

In general terms, PLM systems can help companies improve their internal and external communications, ensure that everyone is using the same data, and organize the flow of data between everyone involved in a product's supply chain.

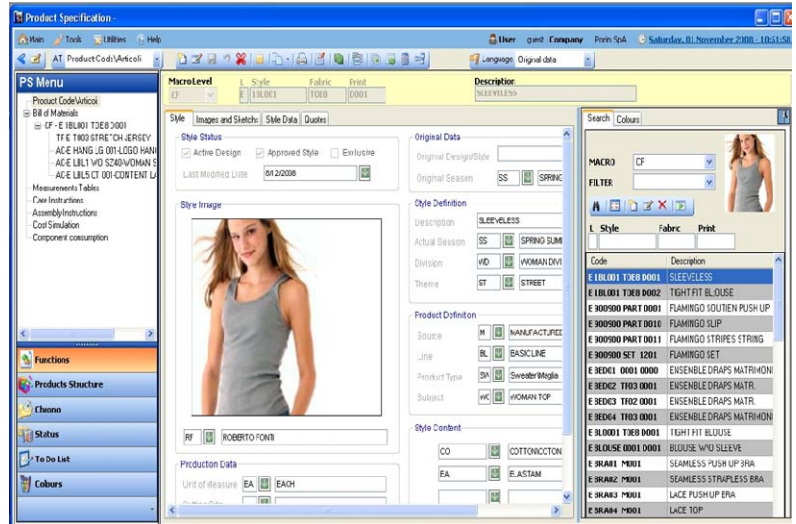
In this industry, the pressure to deliver innovative products while dealing with an increasingly aggressive time frame for development is one that keeps you in the competitive mode. The Apparel market has been forced to respond to the consumer’s call for innovation and to dramatically shorten the time-to-market cycle.

Many successful organizations today are working from the concept of time and action calendars and workflow management that require intuitive technology to support this methodology. Timely product creation is not enough to succeed in this highly competitive landscape; rather, product creation must be in harmony with constraints that can occur from pre-production and distribution.

The convergence of the creation and pre-production worlds is a critical factor affecting organizational agility, manufacturing effectiveness and profit levels. PLM in itself is not enough. Intuitive PLM that manages the convergence of these two worlds is the key to succeed in these crucial areas.

The benefits to be gained from using a PLM system are clear and measurable—provided the system is planned, designed and implemented with care. They include faster time-to-market, an improved cost structure and an improvement in quality.

PLM users have reported reducing their re-sampling by 25-40% and/or increasing their component reuse by up to 30%. Others have found that an intuitive PLM system gave them more time to focus on creativity by reducing the time spent recording the details for each new range by up to 50%. If you like to experience similar results and would like to find out more about PLM and what it can do for your company, do not miss our PLM webinar.



Screen shot of PLM in action.

ABS PLM webinar :
[Wednesday October 14th 1:00 pm ET](#)



ABS ROADSHOW
 East coast — NYC October 2009
 West coast — LA November 2009

Be sure to check the new ABS website for dates, times and locations of the upcoming ROADSHOWS.



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