

## Industry view

# Conquer the chaos

VerTex from BMS covers all bases, from conception to marketing, to planning and tracking buttons, bringing them together into one coherent system

Just weeks after the royal nuptials, copies of Kate Middleton's gown were on display in the windows of bridal shops around the world.

Designers were frantically scribbling down the details as she walked up the aisle of Westminster Abbey. Initial drawings were on their way to workshops in India and China before she said "I do."

But getting nimble-fingered seamstresses to knock off a copy of the royal gown is one

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thing – putting a complex design into volume production, in a range of sizes and with all the accessories, is quite another. For that you need computer assistance.

"Speed is vital in today's fashion trade," says Karina Kogan, CEO of Business

Management Systems (BMS). "Fashion brands no longer have the luxury of time – a typical product life-cycle used to be 12 months. Now it is less than a year and it will soon be just six months.

"Our VerTex product life-cycle management software brings the whole process under control from the initial concept, to marketing," Kogan explains. "It takes the pain out of planning and forecasting. It tracks every element, from linings to buttons. It manages the fit process, creates a range of sizes, streamlines production and handles shipping."

Bringing a fashion product to market can be a logistical struggle. Most manufacturers rely on a diverse supply chain that often involves several countries. They must adhere to various labour, material, and environmental regulations at every step in the process. Without a concise way to deal with the mountains of data that are created in the process, it is easy to slide into pure chaos along the way.

Fortunately, a well-implemented PLM system like VerTex can relieve the stress, hassle and frustration inherent in the fashion industry. With scalable and customisable digital toolboxes, the VerTex system enables users



to see every part of their data stream. It gives garment makers the power to turn mountains of raw information into reliable, concise data – the kind of data you need to make the right decisions about design, production and marketing of your products.

Above all, VerTex PLM creates a communications framework bringing the entire workforce together to collaborate effectively. Unresolved issues are flagged in real-time so action can be taken before a problem becomes a crisis. In short, VerTex eliminates the most stressful and costly data control problems in the fashion supply chain.

VerTex was created specifically for the fashion industry, so it is Mac-compatible and

ready to use across multiple platforms. It is easy to implement and is backed by the experts at BMS, who have decades of hands-on experience in the fashion technology sector.

It is this expertise that has made VerTex the software of choice for leading fashion houses around the globe including Celebrity, Theory, Donna Karen International, Ellen Tracy, Helmut Lang, and Elie Tahari, among others.

So, the next time a global fashion event sparks an overnight demand, make sure your company is ready to react. With the VerTex system in place, you can conquer the chaos and bring complete control to your business.

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