

# Fashion<sup>TM</sup> MANNUSCRIPT

| ALL THAT JAZZ |

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| AN INSIDER'S VIEW OF THE APPAREL INDUSTRY |



## “WIZARD OF PLM”

Mark Milyavsky from  
Business Management Systems Inc

# CONVERTING CHAOS INTO CONTROL

## VERTeX PLM BY BUSINESS MANAGEMENT SYSTEMS

The fashion design firm Elie Tahari saved at least one million dollars during its first year of using VerTex PLM, a comprehensive, fully integrated end-to-end enterprise application from Business Management Systems. Over the years since then, the savings, in both time and money have compounded. Receiving materials from around the world and manufacturing in more than 40 factories in different locations, the company has been tracking and sharing all of its pre-production, production and development data using VerTex. Theory, another client of Business Management Systems, started out in 1997 as a small company with a few employees. Today, with the help of VerTex, Theory has grown to become a multi-million dollar business.

"We had an opportunity to create unity and better communications," says Wendy Waugh, Vice President for Merchandising at Theory, who has played an integral role in the implementation of VerTex there.

Adds Andrew Rosen, one of Theory's founders: "We have always been frustrated trying to figure out a way to deal with the process of design, development and sample development — everything that happens before production. BMS gives us tremendous control over that. It really starts from the time that we are conceptualizing the fabric and goes all the way through the whole process of design, of the technical aspect of it, on through to production. I've had always heard that one of the big problems in creating fashion was that 'production is always chasing design for information.' We've found it doesn't happen that way any more."

"VerTex keeps track of everything that happens to a product before you see it in the store," explains Mark Milyavsky, a

founder of Business Management Systems and the company's Chief Product Officer "VerTex software monitors and manages the complete cycle, from the concept, storyboards and the creation of samples to fittings on models, production, and beyond. It includes line planning, product development, pre-production and engineering, costing throughout the entire process, control of raw-materials inventory, sourcing, manufacturing, shipping and delivery." VerTex covers a broad range of sewn products, including apparel, footwear and accessories.

"Fashion is creative process, By definition, that means it's chaotic," says Igor Elbert, BMS Chief Executive Officer "Companies cannot afford to get lost in it. It must be controlled and planned. Once a style is approved and moves into production, the VerTex PLM system keeps it on track. It helps with the forecasting, planning, set-up. It keeps track of a product's many elements—the buttons, lining, trim. Hundreds of components can go into a single product, all coming from different suppliers."

"Our system is particularly strong in production," adds Milyavsky. "VerTex is the backbone to creating the garment. It manages the fit process, controls sample development, grades the product for the entire size range, manages the production, and finally split-ships the finished goods to different distribution centers."

Milyavsky, a founding member of BMS in 1995, is the Chief Architect of the company's VerTex PLM solution. Emigrating to the United States in 1980 from the USSR, he worked as a computer programmer and a system architect for several organizations, all primarily focused on the apparel industry.

Since then, Milyavsky has worked hand in hand with hundreds of different apparel and footwear companies, helping them to streamline their design, development and production processes. By 1995, collecting and thinking through thousands of different development and production scenarios, Mark co-founded Business Management Systems (BMS) and started development of its flagship product, VerTex.

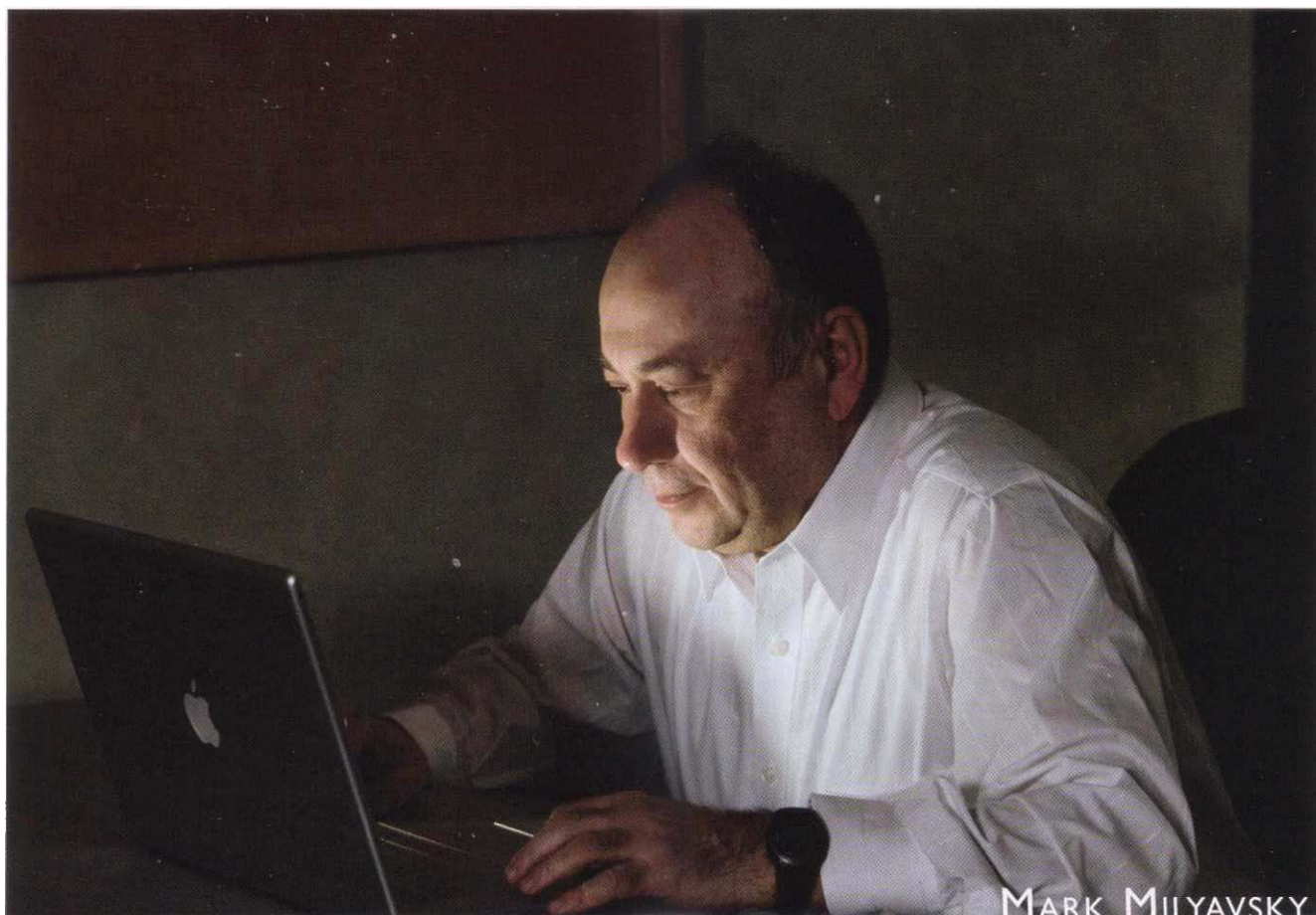
Over the years, VerTex has been adopted as a mission-critical application at numerous companies of different sizes. Built on a solid foundation by domain experts, VerTex is the only PLM solution on the market that has earned a 100 percent successful implementation record and a high satisfaction rating among all of its customers.

BMS takes great care to provide its customers with the business assessment, implementation, training, and support services they need to ensure success. As a result of the company's service and dedication, BMS was ranked by its customers, in the Apparel Magazine 2007 Software Score-card, as one of the apparel industry's top 50 software producers. These customers include such well-known brands as: Celebrity, Theory, Donna Karan International, Ellen Tracy, Link International, Helmut Lang, Laundry, and Elie Tahari Ltd.

Another advantage of BMS's VerTex system is that it provides a "vendor scorecard," comments Milyavsky.

"Manufacturers rarely have direct control over their suppliers. VerTex helps our clients determine which suppliers are performing their part of the process on time. And 'on time' is vital in the fashion industry. When a retailer wants 4,000 dresses in his store by a particu-





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lar date, those dresses have to be there. Further, there are specific venues and dates when the industry's major buyers are gathered, for example during Fashion Week. If you as a designer or manufacturer are late for that event, your game is over. Most likely, you won't be able to sell the product until next year—and then it may well be out of style.

"What's more," he adds, "product life cycles are getting shorter and shorter. A product once had an 18-month cycle from initiation to retail outlet. Now, because of the demands of competition and the need to be first to get a product to market, the cycle has already shrunk to about twelve months, and the trend is moving toward nine months, even six. Speed has become a vital component of marketing. Tracking the vendor process is one way VerTex helps.

"BMS's VerTex is a leader in providing the solid, secure and scalable computer infrastructure that fashion companies

must have today in order to connect and collaborate seamlessly within their operations as well as with suppliers, remote offices and business partners" says Milyavsky. "And we are not stopping here. Our developers are working on new features to enhance our capabilities and services. We realize that the apparel business is changing, and we are changing with it. Having the industry experience that we have, we know that designers are usually technology-averse. So we have built them a cutting-edge system that they will want to use. VerTex is Mac compatible, Adobe Flash based, super-user friendly and, most important, good looking."

At the time when more and more apparel companies realize the need of PLM solution, VerTex is one of the few applications that can provide a common design and production environment within a very short time period, can be customized to a client's needs, and covers every aspect of the apparel product lifecycle. It helps designers,

merchandisers, receiving clerks, warehouse managers, fabric departments, trim departments, yarn departments, technical designers, production control, inventory accountants, cost accountants, mills, factories and agents.

"We intend to become a leading PLM provider for the apparel industry in the nearest future," says Karina Kogan, Vice President for Business Development. "To accomplish this goal, we have recently doubled our development team both in the United States and overseas, and we are establishing a presence in Hong Kong in 2008 and in South America in 2009-2010."

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