



PRESS RELEASE
April 7, 2008

TXT e-solutions unveils new heart for PLM solution

[TXT e-solutions](#), a global player specialized in solutions for the apparel, fashion and accessories industry in [Value Chain Management](#) will be present at Material World taking place in Miami Florida, from the 8th to the 10th of April – Hall B- Booth #219.

For TXT, Material world is an opportunity to present the new integrated [PDM](#) (product data management) functionality at the heart of its extended PLM offering. The PDM is entirely included within [TXTPERFORM 2008](#) and therefore enables more than any other software a tight connection between Product Lifecycle Management, Merchandising and Supply Chain Management processes.

TXTPERFORM 2008 with its PDM component delivers an exceptional combination of functionality, intelligence and technology to effectively manage and optimize every process from design to store in a collaborative manner. Based on Microsoft technology all modules are unified on a single platform and combine Product Development and Demand & Supply Chain management and intelligence capabilities to positively impact business performance.

The metrics built into the solution deliver a unique visibility of the cause and effects of short term and long term decisions within a business; such as balancing the impact of markdowns on new product introduction activities or compromising on margins because of rising product development costs. These capabilities ensure a proactive management of tradeoffs.

The new PDM/PLM solution inherits and significantly elevates an already strong TXTPRODUCT solution which counts more than 150 global brands as customers.

With more than 20 years experience and a 220+ strong [Apparel and Fashion customer](#) base worldwide, TXT combines its deep business process expertise in [Luxury, Fashion & Apparel](#), specialized [Retail](#) and [CPG](#) to the latest Microsoft technologies.

The product will be also sold by TXT's indirect sales organization, consisting mainly of Microsoft partners. Don't miss the chance to see TXTPERFORM 2008 by visiting our stand.

About TXT e-solutions

TXT e-solutions SpA is an international company active in strategic software for industry, media, and telecommunications. TXT is leader in Demand & Supply Chain Management with its TXTPERFORM solution, and in Multichannel Content Management, with products and solutions created by TXT Polymedia, a fully owned subsidiary. Listed in the STAR segment of the Milan Bourse (XTTS), TXT has some 560 employees. The company's registered HQ is in Milan and it has offices in Genoa, Turin, Vicenza, Bari, Perugia, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Haarlem, London, and New York.

For information, please contact:

[TXT e-solutions SpA](#)

Mariateresa Rubino

Corporate Communications Manager

mariateresa.rubino@txtgroup.com

Phone Number + 39 02 25771.247



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