



**PRESS RELEASE**  
**London, 30<sup>th</sup> October 2009**

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**TXT e-solutions continue innovating and reinforce PLM offering for Fashion with new PDMi (Product Data Management and Intelligence)**

*TXT e-solutions a leader in providing SCM and PLM solutions to Apparel and Fashion retailers and manufacturers is launching the completely renewed and improved PDM module, now an integral part of [TXTPERFORM2008](#) Fashion & Apparel suite launched in 2008.*

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Product Data Management and Intelligence, brings a host of new capabilities within a full Product Lifecycle Management experience carefully developed in collaboration with our customers and early adopters of the solution. The objective is to bring an enhanced experience in areas such as supplier collaboration and its integration with demand and merchandise management related activities. The Web 2.0 portal provides and a flexible User Interface cockpit approach will contribute to easier end to end collection development and management and thus extend the leadership TXT-e-solutions has in the market, with over 230 apparel customers worldwide.

Analysts firms such as AMR Research Inc. confirm that for Fashion & apparel companies, PLM related IT investment remains a top priority in terms of investment because it is seen as means to achieve competitive advantage and profitability. In some cases this is as high as 40% of the total IT investment with 12% more companies looking to invest in the next 12 months compared with 2008.

With the new PDMi, TXTPERFORM2008 Fashion & Apparel provides a compelling PLM offering, effectively covering all processes from design to store. The role-based workflow capabilities provide not only a reliable and repeatable process but also forms the basis of continuous improvements. The intelligence and performance management capabilities extend beyond standard reporting, to provide sophisticated trends analysis based on best sellers, pricing, geographies, product attribute, as well as visibility of collection status and progress. This information provides an organisation with a newfound insight that if allowed to drive the product development process guarantees successful collections, as it now benefits from better understanding of consumer buying behaviour. Communication between merchandisers, the design team and the suppliers is seamless and reconciles all teams under one single business objective through Merchandise driven PLM process.

“This is another mile stone for TXT” comments Riccardo Proni R&D director at TXT, “our investment in making this suite a success has been considerable, and not only



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through our own work, but also through the time we have invested in working closely with our customers to incorporate their feedback." He adds "Because all the modules in the TXTPERFORM2008 suite are native to it, implementation time and costs are significantly reduced. The flexibility the Microsoft technology used throughout the suite, also allows customers to adapt the solution if and where needed, it is highly scalable and can be extended to a broad community of users and this was an important requirement for them."

"TXT is undoubtedly a worldwide leader in providing solutions for the Apparel & Fashion Market, not only do we have an unmatched set of customers, but we also have a clear vision of what they need. It was an important part of our objective to get to the day when we would be able to offer one solution to cover their end to end processes without compromising on the depth and richness of functionality – we know this is a challenge for larger vendors." Says Stefano Lena Vice President Global Sales. "We have long understood that what manufacturers and retailers need in light of the challenges they face, is not only an exceptional solution but also a team with deep expertise in delivering the project and we know that based on customer feedback, we now possess both."

PDMI (Product Data Manager and Intelligence) will be launched on the 30th October 2009.

**ABOUT TXT GROUP**

*TXT e-solutions ([www.txtgroup.com](http://www.txtgroup.com)) is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (DSCM) with TXTPerform offer and Media & Channel Integration with TXT Polymedia company (100% subsidiary); advanced software systems for the Aerospace & Defence and Banking & Finance industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.*

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