Product Management for High Performance: Create, Develop, Sell

Koppermann Computersysteme GmbH
Münchner Straße 3
82069 Schäftlarn/München Deutschland

Performance Days 2010

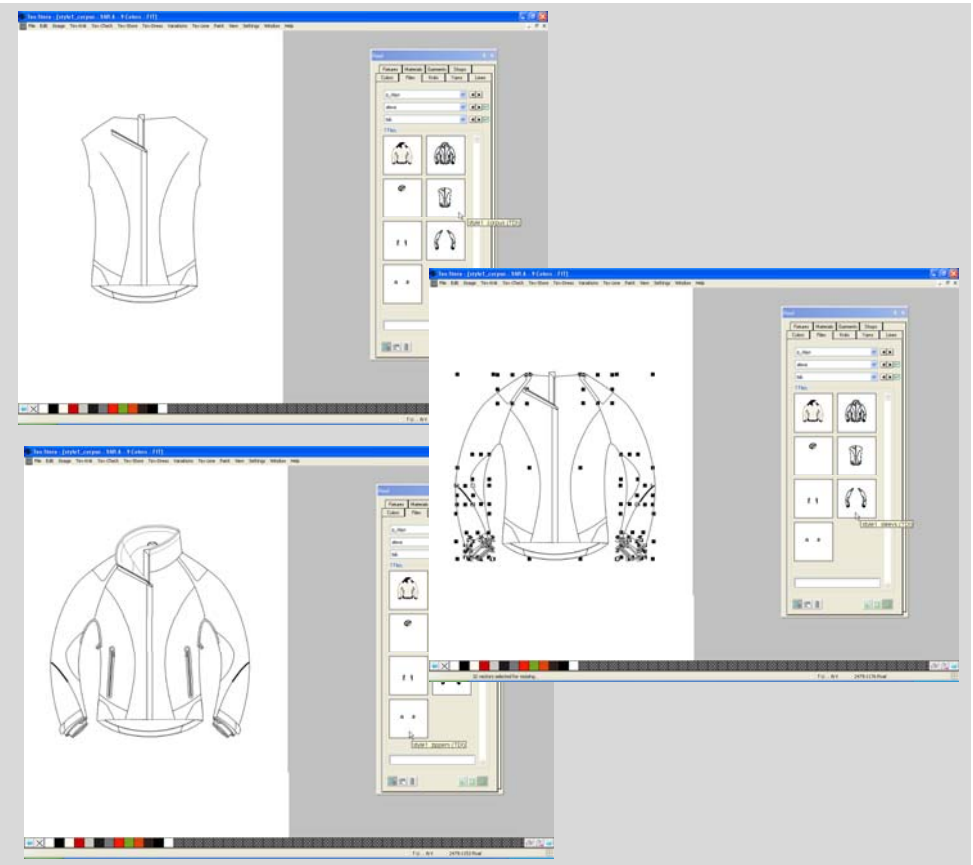koppermann®
A Passion for Innovation

Start…

…with the right tools to win the race!
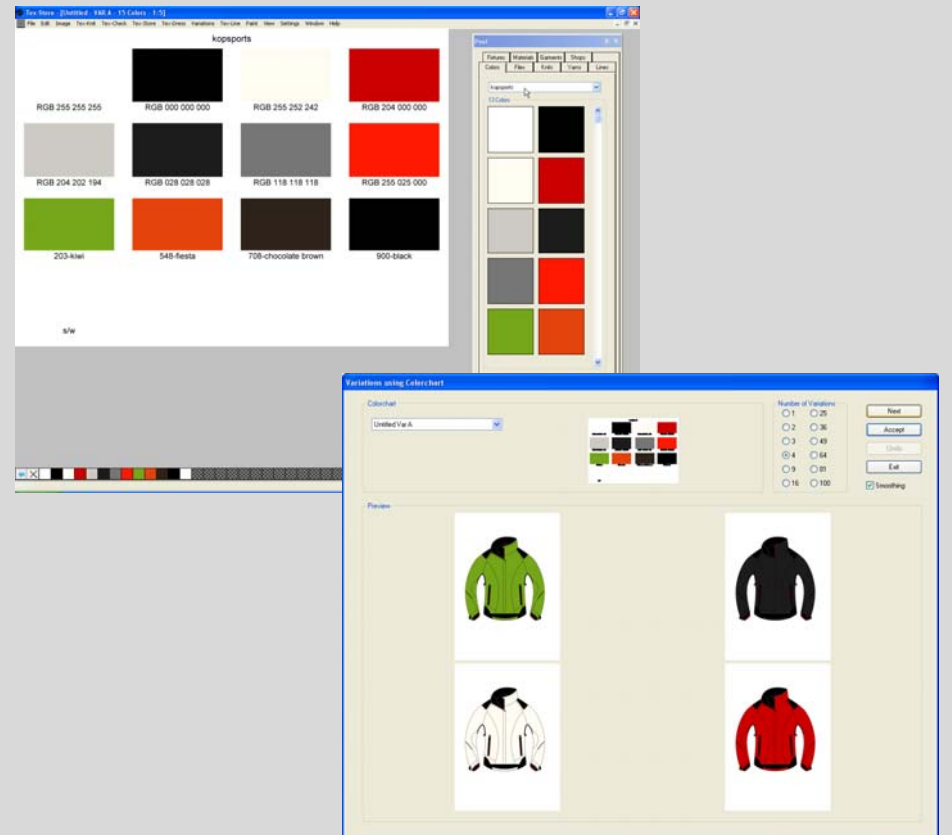
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Create…

Create…

- Use the vector library to create your technical sketches

- Overview your files/accessories in the pool
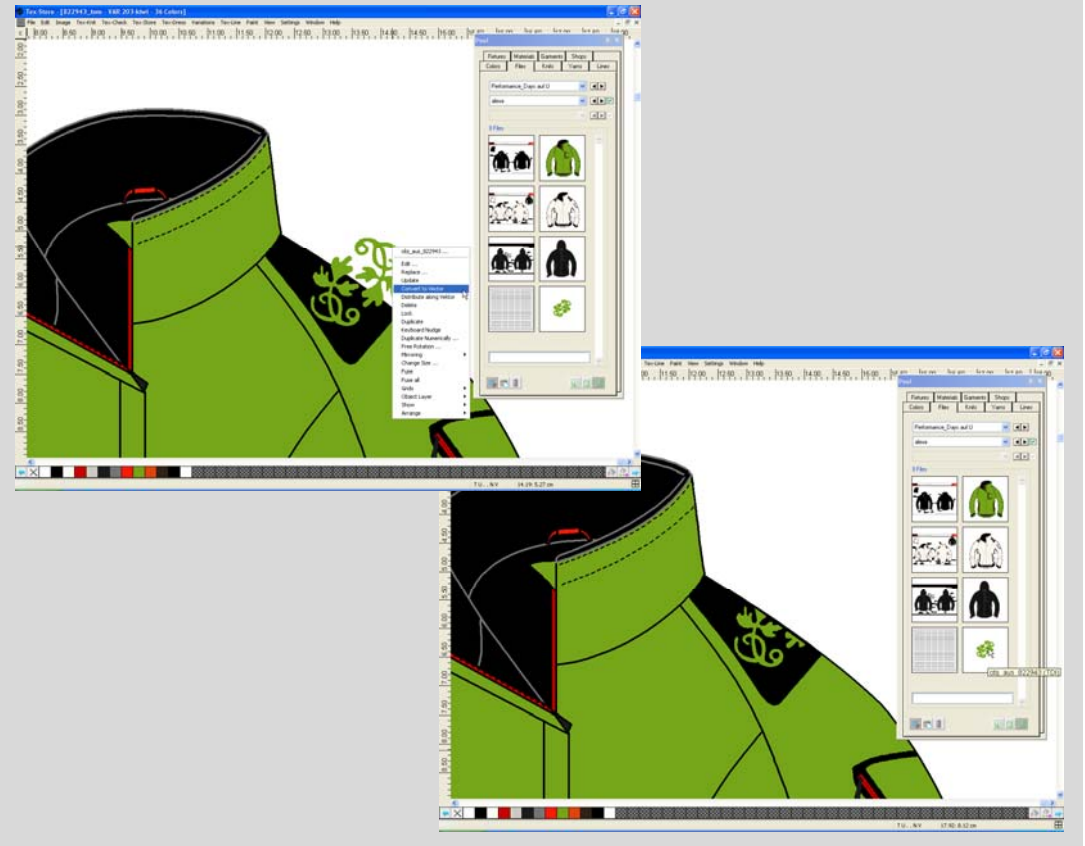

…with TEX DESIGN™

Create…

- Easy creation and presentation of color charts perfect for themes and seasons with self-defined colors or stored Pantone colors

- Automatic creation of color variations using a color chart

…with TEX DESIGN™

Create…

- Rapid development of designs with dimensions, true scale and easy placement of appliqués and prints

…with TEX DESIGN™

Create…

- Showcase your designs on storyboards displaying your color variations

…with TEX DESIGN™

Create…

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TEX DESIGN™ BENEFITS:

- Easy to learn with tools developed especially for the apparel industry

- Work more efficiently – save time and resources

- Many automated features simplify the work process

- Optimal management for your creative ideas by using libraries

…with TEX DESIGN™

...Hand Over...

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...Develop...

…develop…

- Manage all relevant production data and interface with other systems to form a production information system

- Accurate product development information in real time and worldwide

- Flexible relational database model that allows all relevant information to be quickly accessed and processed

…with TEX DEFINE™
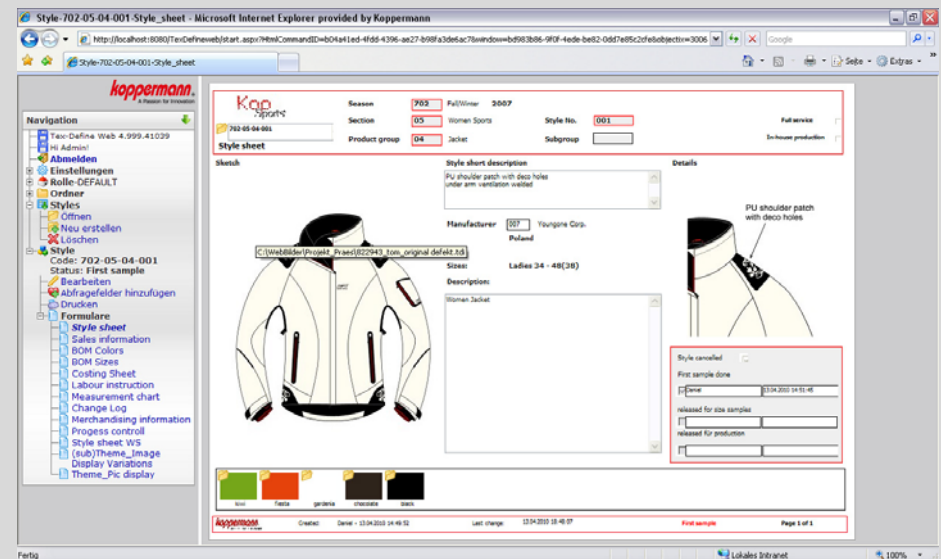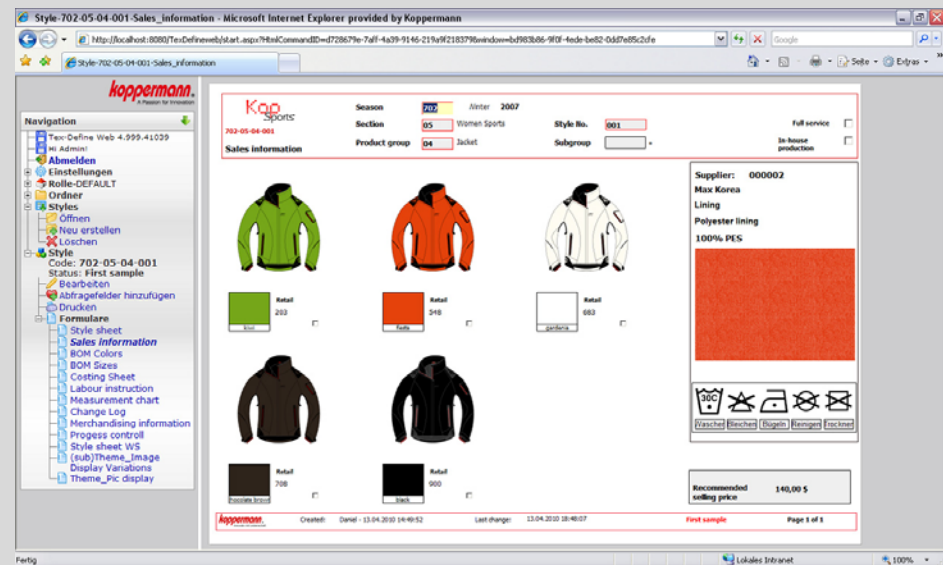
…develop…

- Crystal clear communication thanks to an effective visualization

- Easy coordination with suppliers by improving inter-factory communication
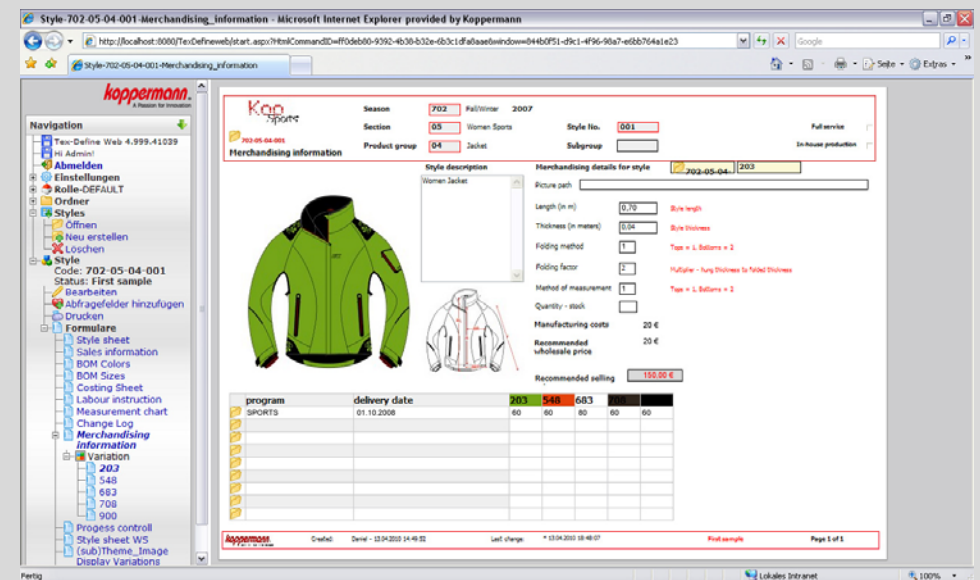
…with TEX DEFINE™

...develop...

- Integrated calculation modules to optimize day-to-day logistical decisions

- Data analysis related to in-house production and subcontractors as well as outside manufacturing and sourcing

- From design to costing: ensure the perfect planning of a line or collection

...with TEX DEFINE™

…develop…

- **Remarkable improvement of the vertical communication**

- **Take your merchandising concepts into consideration during the collection development phase**

- **Early stage communication of the relevant product information to the merchandiser**

…with TEX DEFINE™

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…develop…

TEX DEFINE™ BENEFITS:

- Optimize your processes and manage your products efficiently and intelligently

- Maximize your inter- and intra-organizational communication

- Ensure your ability to maintain product quality, meet deadlines and control production costs

- Save time, simplify routine procedures and minimize the risk of human error

…with TEX DEFINE™

…Control…

…control…

- Prepare lines or collections, manage the manufacturing process and optimize individual production schedules

- Monitor your processes

- Meet your deadlines

- Maximize the efficiency of your processes

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...Deliver...

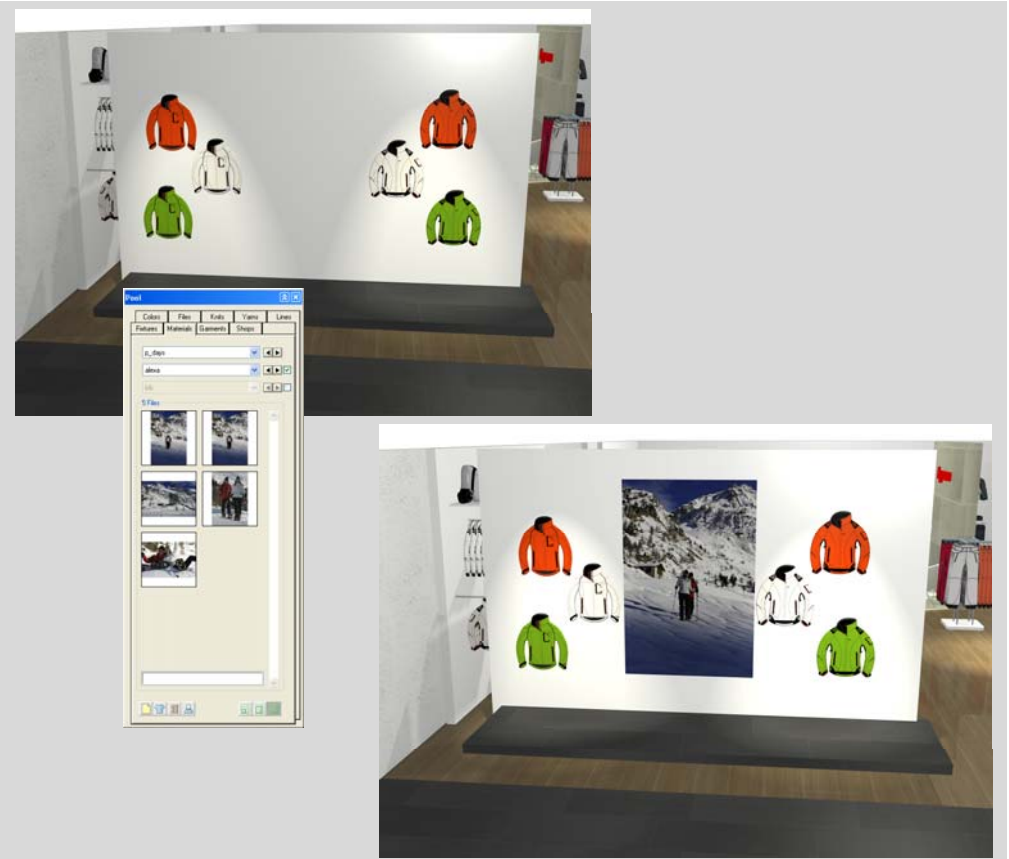Performance Days 2010

…Sell!

...sell...

- Add your own fixtures and garments to your PoS from the pool by drag-n-drop

- Visual representation of your planned PoS including lighting and shadows

...with TEX STORE™

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...sell...

- Add your own décor from the pool by drag-n-drop for even more realism

...with TEX STORE™

…sell…

- Interface to PoS sales data and visual sales performance

- Automatically generate PoS statistics

- Analyze each fixture in detail

- Analyze your merchandise and fully stocked store

…with TEX STORE™

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...sell...

- Communicate the merchandising concept in 2D and 3D

- Create easy to understand planograms

- Create perfect renderings for the realistic visualization of your PoS

...with TEX STORE™

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...sell...

TEX STORE™ BENEFITS:

▪ Improved coordination between design, purchasing, control of merchandise and visual merchandising

▪ Reduce non-marketable merchandise by analyzing sales data

▪ Market the designer's message and collection according to your sales area

▪ Involve the merchandising department in the collection development

...with TEX STORE™

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Product Management for High Performance:

Create…

…Develop…

…Sell…

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...and Succeed!

Koppermann Computersysteme GmbH
www.koppermann.com
info@koppermann.com