



## Newsletter Vol. 5 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

### What's New?

#### Spotlight on Product – Fashion One

In today's competitive apparel industry, companies need high level management of their business in real time to keep up with design and production cycle times that are decreasing while the demands of customers and retailers are increasing. In order to stay ahead of trends, the market and competition, apparel companies need to be able to effectively and successfully manage their inventory, allocations and delivery times with confidence. To keep up with the high demands of the apparel industry, Fashion One was introduced.

Fashion One, Softengine Extension to SAP Business One System for the Apparel & Footwear industries was designed to cover the apparel industry needs where sales and purchasing requires a more streamlined method for entering orders with a variety of sizes, colors, fabrics and other attributes on items being ordered.

Fashion One multi-lingual extension fully integrates with SAP® Business One specifically for the apparel manufacturing and importing business. Fashion One will manage finished inventory, raw material, cut tickets, allocations, account payable & receivables, UPC codes and much more. In addition, other Softengine SAP Business One extensions, i.e., Warehouse Management System, eCommerce (B2B and B2C), webCRM, Trade-Show and Show-Room systems bring significant Return On Investment (ROI) benefits to our clients.

#### Spotlight on a Partner – Intermec

Softengine recently joined Intermec Honours Partner program after careful selection of the most cost-effective and technically excellent and supported mobility products for our B2E (Business-to-Employee) solutions. In today's market, there is no shortage of supply chain technology providers. What's harder to find is a partner you can trust - absolutely - to not only deliver the best-in-class solution for your business needs but to also be there with the expertise and connections to implement your new systems and provide quality support long after. It's that extended scope, a commitment to serve broader business needs that makes Intermec different. Softengine chose the Intermec CN3 for its "Trade-Show" Extension to SAP Business One System which offers the flexibility to sales people to enter sales orders via a Wi-Fi handheld device with bar code scanner right on the trade show floor. The same unit is being used very successfully by our customers using the Softengine Warehouse Management System (WMS) specifically developed for SAP Business One. Intermec handheld devices with Wi-Fi and broadband capabilities can be utilized to track information from "cradle-to-grave" using bar code scanning. For company and product information, please visit:

[www.intermec.com](http://www.intermec.com).

## Spotlight on a Customer – Style West; nominated for Entrepreneur of the Year

Softengine is much honored to nominate our client David Sengstaken, Style West, for the Ernst & Young Entrepreneur of the Year Award for 2009. Now entering its 23rd year, Ernst & Young Entrepreneur of the Year is the world's most prestigious business award for entrepreneurs. Recognized globally, the award honors the most outstanding entrepreneurs who inspire others with their vision, leadership and achievement. Style West was founded in 2002 by entrepreneurs Dave and Kerri Sengstaken and now employees 40 full-time employees. It pioneered and developed several well-known international footwear, beachwear and accessories brands, including Havaianas, Cia.Maritima and a new fashion-forward rainwear, däv. According to Dave, the most important factor to the company's success is: good employees. All the best to Dave and all in Style West! For product information, please visit:

[www.stylewest.net](http://www.stylewest.net); [www.davrain.com](http://www.davrain.com)

## Are You a Best-Run Business?

### REDUCING COSTS WITH EFFICIENT OPERATIONS - A FAST TRACK TO MORE WORKING CAPITAL

If only it didn't cost so much money to make money. That's the predicament of many small businesses and midsize companies. Customers keep demanding more for less – and those product and service enhancements cost you more to provide even though you get paid less for them. Larger competitors often have deeper pockets – plus, they enjoy economies of scale that you can't match. Untamed costs can deplete the precious working capital that's critical to your ongoing operations and new expansions.

But there's a bright side: you can get a handle on costs by taking systematic steps to improve operational efficiency. By instituting efficient automated processes throughout your organization, you can reduce waste, unnecessary overtime, and a host of other cost factors. Integrated business software systems put this efficiency overhaul within reach, quickly and affordably. As you gain more control of the debit ledger, both sides of the balance sheet improve: cutting costs gives you higher gross margins and enables you to boost revenues by offering your customers more competitive pricing and terms. Saving money helps you make more money. Plus, changing red ink to black helps you, your employees, shareholders, and investors sleep easier.

“Among the 698 of firms that we studied over the past seven years, firms that implement ERP systems experience 10% greater labor productivity, 13% higher inventory efficiency, 15% higher asset utilization, and 9% greater payment collection efficiency on average than firms that do not.”

*Sinan Aral, Research Affiliate,  
MIT Sloan School of Management,  
Assistant Professor,  
NYU Leonard N. Stern School of Business*

We invite you to visit the details on our new website at <http://www.softengineusa.com>

Call or email Barry Lederman for additional details and pricing: 818.704.7000 – [blederman@softengineusa.com](mailto:blederman@softengineusa.com)