



RLM: THE RIGHT PARTNER

100% Fashion Industry Focus
30 Years In Industry
Long Term Client Relationships
Clients Include Leaders/Innovators
Track Record of System Innovation
Concept-to-Consumer Solutions
Fully Integrated System Modules
IBM Business Partner

RLM SYSTEM OPTIONS

On-Premise Perpetual Licensing
Web-Based Software-as-a-Service
Monthly Subscription

RLM SYSTEM BENEFITS

Increase Efficiency
Reduce Costs
Accelerate Speed to Market
Streamline Supply Chain
Improve Visibility
Ensure On-Time Deliveries
Enhance Flexibility
Improve Quality
Grow Without Added Staff
Minimize Chargebacks
Greater Sell-Through

RLM COMPANY PROFILE

RLM Apparel Software is a leading developer of modular, end-to-end business software solutions designed specifically to address the needs of global fashion retailers, brands, and manufacturers. Over its 30 year history, RLM has enabled many of the largest and most innovative apparel, footwear, accessories and related companies to reach their full potential by accelerating performance, increasing efficiency, reducing costs, and streamlining business processes throughout the entire concept-to-consumer fashion product lifecycle.

RLM is headquartered in Fairfield, New Jersey and maintains a research, development, and customer support center in San Jose, Costa Rica. The privately-held company employs more than 40 fulltime development, quality control, consulting services, sales, marketing, and customer support professionals. RLM founders and apparel industry experts Ron Lynn and Dennis Vetter remain actively involved in the day-to-day operations of this family-oriented business.

Industry Heritage

Since successfully implementing its first customers in 1978, RLM has focused solely on understanding the needs and overcoming the challenges of the fashion industry. Active participants in the industry, the company's senior management team comprises more than 150 years of apparel and fashion experience.

Innovative Products

As a recognized leader in fashion business solutions, RLM is committed to providing its customers with the technology and services necessary to accelerate their growth while increasing efficiency and visibility. RLM solutions enable clients to efficiently track and manage all their business processes and collaborate with global teams and suppliers.

RLM offers more than 40 powerful and proven software modules that can manage the complete demand and supply chain. Customer can choose a traditional, on-premise software installation or RLM's innovative, web-based software-as-a-service subscription that can be up and running in record time and at a fraction of the typical cost.

RLM spans multiple software categories to deliver all-in-one integrated solutions that include:

- ✓ **Product Development**
- ✓ **Costing**
- ✓ **Sourcing**
- ✓ **Production**
- ✓ **Raw Materials Management**
- ✓ **Warehousing**
- ✓ **Allocation**
- ✓ **Order Management**
- ✓ **EDI**
- ✓ **Financials**
- ✓ **Time & Action Calendars**
- ✓ **e-Commerce**

Over the years, RLM has remained committed to a robust research and development effort. RLM works closely with its clients to find the most efficient and cost-effective methods for solving the industry's toughest business challenges through technology.

RLM: END-to-END SYSTEM CAPABILITIES

Product Development
PDM / PLM
Costing
Sourcing
Production
Raw Materials Mgmt
Inventory Control
Warehousing (incl RF)
Order Allocation
Order Management
Import Mgmt
EDI
Financials (AR, AP, GL)
Purchasing
Time & Act ion Calendars
Email Alert Notification
Salesforce Automation
e-Commerce (B2B & B2C)
Vendor Collaboration



RLM
APPAREL SOFTWARE SYSTEMS

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Professional Services

Over the past 30 years, RLM has amassed the most knowledgeable and trusted consultants and implementation specialists in the industry. Among the professional services offered are process optimization, on-site project management, implementation, training, phone support, software personalization, and custom programming.

Distinctive Customers

With customer user counts ranging from 10 to more than 500, RLM is pleased to play a role in the success of many of the fashion industries largest and most innovative companies, including:

Accessory Network Group	Jordache Enterprises
Capital Mercury Apparel	Kizan / Louis Raphael
Charles Nolan	Michael Kors
CK Calvin Klein Accessories	Nautica Europe
Creative Design Services	Paper, Denim & Cloth
Ditto Apparel	PRO-Keds
Donna Karan International	Rachel Roy Fashions
Endurance	Tahari Handbags
Halston	Tory Burch
International Women's Apparel	US Polo Association
John Varvatos	Wacoal America

30 Years of Achievement

RLM is proud of its continuing timeline of innovative product announcements and shared customer successes. Following are but a few of the notable milestones that provide a base for continued success into the future.

1978 - First customers installed, including current customer Judith Lieber
1980 - Ron Lynn founds RLM; introduces Accounts Receivable and Billing Systems
1982 - First \$100 million apparel client: House of Ronnie
1984 - Launch of IAS, a premier Apparel Specific Software Solution
1984 - Anne Klein selects RLM
1986 - Joseph Abboud, Giorgio Armani, Valentino, Emanuel (GFT Enterprise) select RLM
1991 - Donna Karan International implements RLM
1993 - Introduction of Foreign Currency capability for sales
1994 - Added Integrated Imaging capabilities
1995 - Launch R/F Warehouse Management System
1996 - RLM implements first system in Tokyo using Katanga
1996 - RLM introduces graphical, adds a Java Graphical Interface
1996 - Microsoft Excel & Word document integration
1998 - Release free Y2K version ahead of the curve
1999 - Enhance Foreign Currency with triangulation in Year of the Euro
2001 - On-Demand (hosted) solution launched
2001 - Jordache Enterprises Signs with RLM
2002 - Foreign Currency released for Financials
2003 - Global expansion, customers in 12 countries
2003 - VF Sportwear Divisions John Varvatos & Nautica Europe select RLM On-Demand
2004 - Michael Kors Implements RLM
2005 - Release pure Java "thin rich client" application
2006 - Tory Burch selects RLM
2007 - RLM's B2B E-commerce solution announced
2008 - First Integrated B2C Web Store goes live at International Women's Apparel

Management Team

Ron Lynn	Founder & CEO	35 Years Industry Experience
Rick Lynn	Vice President Product Development	7 Years
Dennis Vetter	Vice President	34 Years
Ira Cohen	VP of Sales and Marketing	36 Years
Andy Lynn	VP Business Development	5 Years
Jon Good	Project Manager	20 Years