

RFA PLMExpress

The Fast Track to a smart, complete PLM Solution for Retail, Footwear, and Apparel (RFA)

RFA PLMExpress is the ideal Product Lifecycle Management solution for small-to-medium businesses, pilot programs for enterprise organizations, and limited-scope PLM rollouts within a large corporate environment. Featuring PTC's proven PLM capabilities, now delivering great results worldwide. RFA PLMExpress applies a modular, process-focused solution and implementation approach, flexible enough to meet the specific needs of any of company.

RFA PLMExpress enables companies to implement an enterprise PLM system quickly, while delivering immediate, measurable benefits to the business. PTC leveraged the implementation best practices of its world-class RFA customer base to deliver a solution that is user-friendly and easily adoptable.

Process-Based Approach

Every RFA PLMExpress implementation supports the entire product development process, from concept development to quality assurance. Based on your company's strategic objectives and initiatives, PTC's Global Services experts will recommend which processes should be enabled with your RFA PLMExpress implementation, based on best practices applied in successful, rapid deployments with other leading retailers and brands. Marrying this implementation to your company objectives ensures that not only is the deployment completed quickly, but also smartly – to deliver exceptional value to your organization 'right out of the box'.

Software Solution

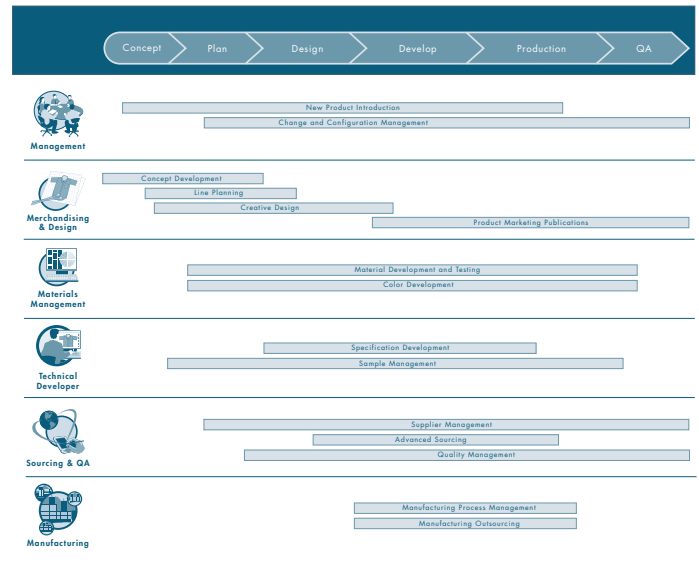
RFA PLMExpress includes pre-configured solutions for:

- Best practice data attributes
- Calendars
- Reports

Supported Process Areas

- Line Planning
- Creative Design
- Material Development
- Color Development
- Specification Development
- Sample Management
- Supplier Management
- Advanced Sourcing
- Supply Chain Collaboration
- New Product Introduction

Product Development Process



PTC's approach maps key processes to specific functional roles.

PTC Customer Examples

“To accelerate the speed of our implementation, we relied on the best practices and highly configurable nature of the system first and foremost.”

Duane Lock,
Director of Operations,
Converse, Inc.

“We went from design to construction to testing to delivery of our first version of FlexPLM for the MEXX brand within about six months. We now have hundreds of users operating in seven different countries at multiple locations.”

Kerry Fogarty,
VP, Corporate and Wholesale Systems,
Liz Claiborne Inc.

PTC Global Services Group

RFA PLMExpress Implementations are delivered using PTC's Realized Value Methodology that is focused on delivering tangible value. The comprehensive implementation approach covers the three key stages of introducing technology to the enterprise, namely:

- Plan Value – value identification and planning
- Build Value – solution design and development
- Realize Value – solution deployment

The Global Services package includes the proven, rapid deployment methodology of:

- Value Management – project management, mobilization, planning risk management, and control
- Process – process analysis, best practices, requirements, and design
- System – solution development/configuration
- Infrastructure – installation and performance tuning
- Migration – strategy, development and support
- Quality – unit and user acceptance testing
- Product Support – post post “go-live”, on-site support and monitoring



Executive Management Responsibility	Begin with a clear and measurable definition of success
	Focus on process first
Program Management Responsibility	Don't try to do everything at once—create a roadmap
	Design the solution at all levels
	Create a clear value proposition for the user
	Be prescriptive about how to use new technology
	Implement a structure for efficient decision-making
	Do something real

Critical Best Practices for High Value Implementation

Key to Success: User Adoption

Critical to any software deployment is adoption by the end-user community. RFA PLMExpress includes a comprehensive, industry proven adoption program that will deliver the following

- Apply PTC's unique Precision Learning Methodology, which designs Learning Programs tailored to your business needs
- Develop customized educational curricula based on individual user roles
- Offer training in multiple delivery formats and languages for maximum flexibility and use
- Provide performance-based assessment for teams and individuals via our Learning Management System

The benefits of this comprehensive education program are a higher adoption on a global basis, maximum productivity gains, greater ROI, less disruption to operations, and the ability to measure training effectively.



To learn more about RFA PLMExpress, please visit our website at:
<http://www.single-sourcing.com/>

Copyright © 2008, Parametric Technology Corporation (PTC). All rights reserved. Information described herein is furnished for informational use only, is subject to change without notice, and should not be construed as a guarantee, commitment, condition or offer by PTC. PTC, the PTC logotype, FlexPLM and all PTC product names and logos are trademarks or registered trademarks of PTC and/or its subsidiaries in the United States and in other countries. All other product or company names are property of their respective owners.