

RLM Apparel Software Named to Top 10 Fashion Technology Providers for 2021

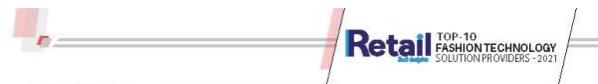
As one of the fastest emerging industries worldwide, the fashion sector is standing at the cusp of profound changes. And to add dimensions, companies are going the extra mile and harnessing the benefits of robust technology like Artificial Intelligence, ML, and others.

Parsippany, NJ – July 8th, 2021. RLM Apparel Software Systems, the industry-leading Integrated Fashion ERP, PLM, EDI, WMS, E-commerce & Financials software systems specifically designed for the fashion industry, has been recognized as one of the ["Top 10 Fashion Technology Solution Providers - 2021"](#) by [Retail Tech Insights](#). The annual list recognizes leading companies at the forefront of providing Fashion Technology Solutions that impact the fashion industry. Equipped with innovative technological capabilities, these enterprises can escalate growth potential for fashion brands, manufacturers, and retailers. RLM Apparel Software's all-in-one platform helps brands effectively manage and track their business processes and collaborate easily with global teams and suppliers.

"Our platform enables all the departments within an organization to streamline their workflows and drive business efficiency. It is fashion-specific and can handle wholesale, online, and retail channels, with its omnichannel capabilities," says Andy Lynn, VP of Business Development at RLM Apparel Software Systems.

"RLM's cloud-based platform is fully integrated with other online interfaces, including Shopify, Salesforce, and Magento, allowing clients to gain sales and inventory information from a single source. Using the platform's "PLM module, data points related to product design and development, tech pack, and product cost information can be easily stored and easily accessed from a secure location.", added Lynn.

Read the full article featured in Retail Tech insights Magazine here: ["RLM Apparel Software: Offering Best-in-class Business Solutions for the Fashion Industry."](#)



RLM Apparel Software Offering Best-in-class Business Solutions for the Fashion Industry

The fashion industry—in many ways—has little semblance to that of a few years ago. The cultural and technological shifts such as big data, advanced analytics, and cloud computing have generated unprecedented opportunities for businesses, which converge these technologies to adapt their business models and cater to the demands of the new “digital” consumer. But as evolving consumer expectations increasingly drive fashion firms to innovate, remaining competitive and relevant in the industry has become harder to achieve. This emergence has pushed brands and retailers’ need to adapt their business models and gain a single view of each customer, integrating their shopping data with behavioral profiling and preferences.

Addressing this need is RLM Apparel Software, a pioneer in fashion business solutions since 1978. Operating as a privately held company, it offers industry-specific enterprise solutions ranging from product life cycle management (PLM), supply chain management (SCM), enterprise resource planning (ERP), and e-commerce. RLM Apparel Software’s all-in-one platform helps brands effectively manage and track all their business processes and collaborate easily with global teams and suppliers. “Our platform enables all the departments within an organization to streamline their workflows and drive business efficiency in a fashion-specific and can handle wholesale, online, and retail channels, with its omnichannel capabilities,” says Andy Lynn, the VP of Business Development at RLM Apparel.

RLM’s cloud-based platform is fully integrated with other online interfaces including Shopify, Salesforce, and Magento, that allow clients to gain both sales and inventory information from a single source. Using the platform’s PLM module, data points related to product design and development, tech pack, and product cost information can be easily stored and easily accessed from a secure location.

They can create their own line of fashion products with the help of visual aids and also access SKU development boards to keep track of how many products have been designed according to product category and fabrics.

Further, the platform has an adoption process that helps sales products from design to style and enables brands to upload AI images. After the design phase, the RLM ERP module can bring together multiple companies, divisions, and warehouses from a single software solution. It offers clients detailed information on the sales, production, and inventory at both the micro and macro



levels, thus providing much-needed visibility. Furthermore, clients can also manage orders, credit, resolve inventory analysis reports, and perform inventory allocation to run businesses efficiently and cost-effectively while delivering scalability. Apart from managing current orders, the platform also enables clients to plan for all future orders, analyzed using projected sales data from the stores. After the planning, they can issue the production to the factories for the potential amounts to hold the stock for the future. The system allows them to manage any cancellations, shortages, and reallocation of inventory to appropriate channels, thus ensuring a sale is always made.

Once an order is fulfilled, the details get communicated back to their online shopping websites or other online retailers they are partnered with to ensure the inventory is accurate. The same functionality is applicable for wholesale business and uses the EDI interface to automate and streamline the flow of information. This information is further aggregated into the platform’s accounting software with accurate payable, general ledger, and accounts receivables capabilities, giving clients complete transparency about the cost of the goods, sales information, profits, and inventory valuation. Ultimately, brands can keep an eye on all the inventory and sales both in online and retail channels as well as accounting capabilities within a single platform. RLM’s platform also comes with a warehouse management capability that enables them to automate the process of unloading, ensuring that they are fulfilling all orders with production, and tracking additional leftover units.

For the future, RLM Apparel remains focused on inventory management via a single platform, integrated with accounting and communication capabilities alongside managing the wholesale business and direct orders. “With client user counts ranging from 10 to more than 500, we are pleased to play a role in the success of many of the fashion industries largest and most innovative companies today and tomorrow,” concludes Lynn.

ABOUT RLM:

In its more than 40 years of operation, RLM has amassed the most knowledgeable and trusted consultants and implementation specialists in the industry. Among the [business services](#) offered are Process Optimization, on-site project management, implementation, training, phone support, software personalization, and custom programming. With client 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 most prominent and most innovative companies, including Johnny Was, John Varvatos, Kenneth Cole, Phillip Lim, Proenza Schouler, U.S. Polo Assn., The Row, Alexander Wang, Jordache, Faherty Brand, and other retailers, brands, and manufacturers. The privately held company employs an entire stable of development, quality control, consulting services, sales, marketing, and customer support professionals. Since 2006, RLM Founder and Apparel Software Solution expert Ron Lynn transitioned to an advisory role with the company after more than 40 years of successful leadership and steady business growth. His two sons and partners, Rick Lynn and Andy Lynn, currently run RLM’s day-to-day activities and decision-making as V.P. of Product Development and V.P. of Business Development,

respectively. RLM Apparel Software is headquartered in Parsippany, New Jersey, and maintains a research and development center in San Jose, Costa Rica. For more information, visit www.ronlynn.com and follow us on [Twitter](#), [YouTube](#), and [LinkedIn](#).

RLM MEDIA CONTACT:

Alex Vallejo

Alex.vallejo@ronlynn.com

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RETAIL TECH INSIGHTS CONTACT:

Victoria James

victoria.ab.jamese@retailtechinsights.com