Aptean Apparel ERP *Exenta Edition*

Mamiye Brothers, Inc.

Replaces legacy ERP environment with Aptean Apparel ERP *Exenta Edition* to improve supply chain efficiencies and reduce central costs.



Industry

Apparel Manufacturing

Challenges

- Lacked agility needed to grow the business and expand into new business channels
- Significant costs associated with maintaining an on-premise legacy solution

Benefits

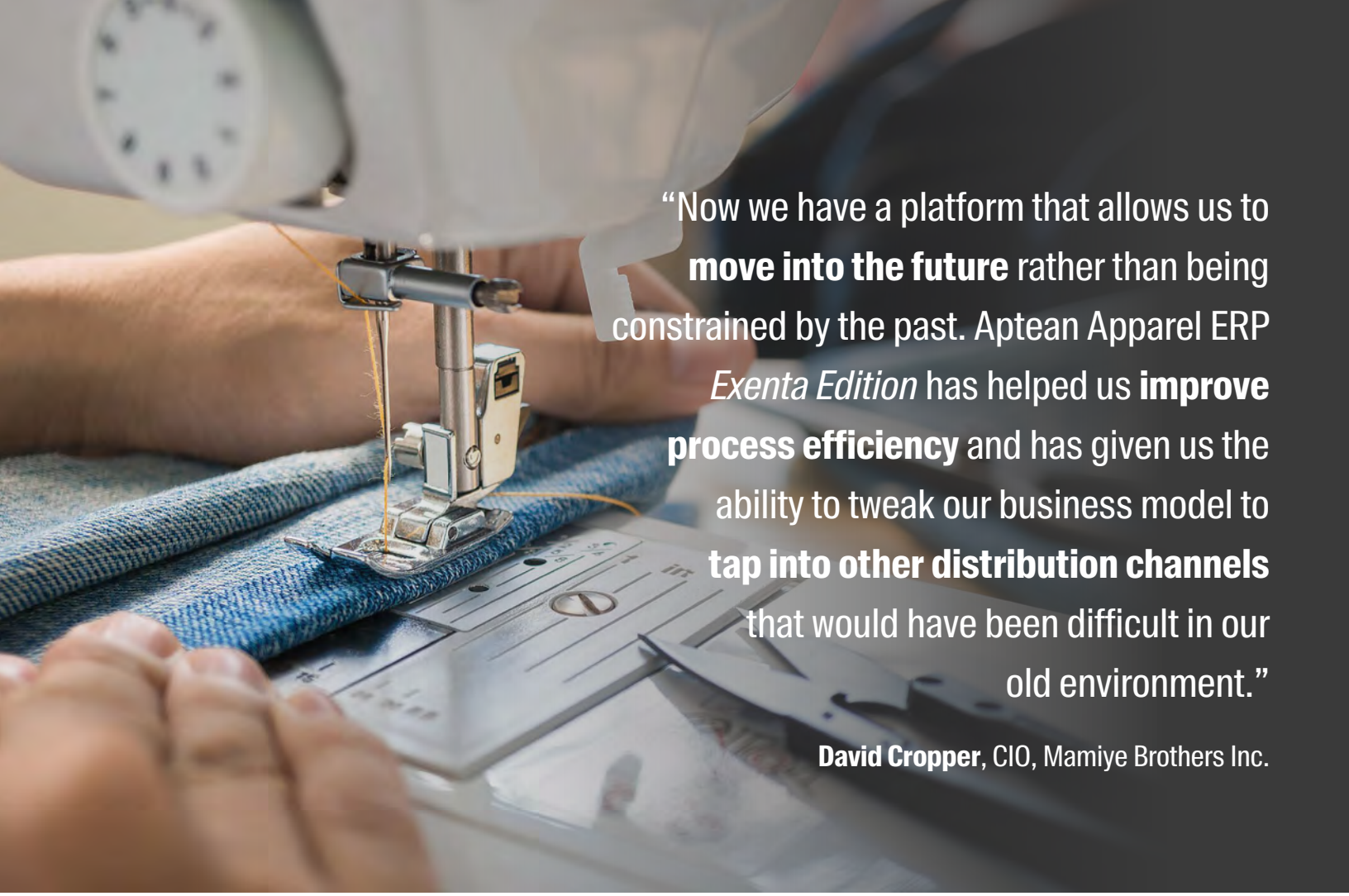
- Easy modification to support future growth
- Enables rapid expansion and the ability to quickly seize new business opportunities
- Eliminates the need for 'bolt-on' functionality
- Reduces the company's datacenter footprint through Cloud deployment

Established in 1947, Mamiye is known for its outstanding reputation for product quality and consistency, corporate integrity, fashion sense and keen management. The company proudly manages a comprehensive portfolio of the most renowned and sought-after evergreen global brands, distributed to a wide range of customers representing some 13,000 retail stores in the United States and elsewhere.

The Situation

With today's retail customer environment changing faster than ever fashion companys need to adjust their business models to accommodate. To do that, you need an apparel ERP solution that enables you the agility to quickly adapt and respond. This was the situation facing Mamiye Brothers Inc., (Mamiye) a premier designer, manufacturer and marketer of children's, tween, and teen fashion apparel brands for infants, girls, boys, juniors and young contemporary.

To manage all of their product lines, Mamiye was using a legacy ERP solution that they had implemented over 15 years ago. Solutions that dated had a much narrower view of the apparel supply chain and did not manage the entire lifecycle of the product, including front and back-end functionality such as Product Lifecycle Management (PLM) and vendor integration. Additionally, the older software had limited capability to grow and expand as Mamiye's business processes changed.



"Now we have a platform that allows us to **move into the future** rather than being constrained by the past. Aptean Apparel ERP *Exenta Edition* has helped us **improve process efficiency** and has given us the ability to tweak our business model to **tap into other distribution channels** that would have been difficult in our old environment."

David Cropper, CIO, Mamiye Brothers Inc.

To accommodate the company's changing business model, Mamiye resorted to "the bolt-on strategy," according to Cropper. "We managed to 'milk' our original ERP for 15 years, but over that span of time it became no longer a 'package solution' but a highly customized solution with many 'bolt-ons' that were costly and difficult to manage."

The Solution

Mamiye was looking for a complete turnkey solution to accommodate their growth and better manage their overall apparel supply chain. With the new solution, they were looking to improve efficiencies in the supply chain and reduce central costs. They had also decided on a SaaS (software as a service) model so they could leave the management of the datacenter to someone else while they focused on their business.

After evaluating several options, they selected Aptean Apparel ERP *Exenta Edition* delivered in a SaaS model for their ERP initiatives. Aptean Apparel ERP *Exenta Edition* had the best SaaS option, offering the same flexibility, adaptability and functionality of a licensed solution. The Aptean Apparel ERP *Exenta Edition* SaaS model is scalable, which enables Mamiye to grow as their business expands and changes.

Why Aptean?

For the first 50 years in business, Mamiye's business model remained the same – domestic distribution only, with all pieces distributed in 12 piece pre-packs. In 2000, Mamiye's business model changed drastically as the company tapped into new markets, added international distribution and changed the way their goods were being packaged. The complexities these changes brought were far too sophisticated for their highly customized legacy solution to handle. Typically, legacy solutions do not translate well to future planning or business growth, and this was the case for Mamiye.

Therefore, in their search for a new apparel ERP solution, the question was "not what is the shelf life of an ERP solution, but rather what is the shelf life of your business practices," said Cropper. With its advanced technology and unified platform, Aptean Apparel ERP *Exenta Edition* provided the scalability and centralized view Mamiye was seeking. Seeing Aptean's ability to accommodate businesses of all sizes, from start-ups to major manufacturers, and scale to the next level as businesses grow and expand, Mamiye was confident Aptean Apparel ERP *Exenta Edition* was the best platform for their current and future needs.

In addition to achieving efficiencies in their current business processes, Mamiye was able to 'tweak' their business model in order to tap into other distribution channels. "This would have been difficult in our old environment," noted Cropper. "With Aptean Apparel ERP *Exenta Edition*, now we have a platform that allows us to move into the future rather than being constrained by the past."

Staying Ahead of the Curve

Continuing to build on an old or outdated foundation isn't a sustainable plan. Legacy, hard-coded apparel ERP solutions can lead to expensive programming nightmares when changes need to be made. Occasionally, they simply cannot accommodate those changes, leading to what Cropper calls 'the bolt-on strategy'.

Today, fashion-related companies are branching out to serve complementary verticals to increase their market share, as Mamiye did when they added juniors and missy lines to their business. Rather than continue to deploy 'the bolt-on strategy' to accommodate these lines, Aptean's state-of-the-art technology provides the flexibility to scale easily and cost-effectively as the business continues to evolve and grow.

Although not necessarily driven by the technology, Mamiye recognized that if the technology facilitates the solution, then you are on solid footing. "In Aptean Apparel ERP *Exenta Edition*, we saw flexible technology coupled with a broad integrated solutions footprint, and to us it separated them from the competition," explains Cropper.



Leveraging Cloud Based Computing to Reduce Central Costs

Cloud computing and Software as a Service (SaaS) have given businesses today multiple options in how they choose to deploy ERP solutions, creating a means of controlling the costs associated with managing each environment.

For fashion-related businesses that need to adapt to constantly shifting market conditions and consumer demands, the cloud offers a cost-effective and scalable, use-based model for ERP deployment that can fit your needs today and in the future.

An ERP solution that could be cloud based as well. The company aims to minimize their on-premise datacenter footprint, enabling them to cut overhead costs.

Deciding to put their ERP solution, which Cropper calls their “central nervous system” in the cloud was debated at first. “However, when you look at the benefits – the scalability, disaster recovery options and costs involved – it makes sense. More importantly, it allows me to focus on what’s important - our business,” explains Cropper.



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About Aptean

Aptean is one of the world’s leading providers of purpose-built, industry-specific software that helps manufacturers and distributors effectively run and grow their businesses. With both cloud and on-premise deployment options, Aptean’s products, services and unmatched expertise help businesses of all sizes to be Ready for What’s Next, Now®. Aptean is headquartered in Alpharetta, Georgia and has offices in North America, Europe and Asia-Pacific.

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