

The logo for Aptos, featuring the word "aptos" in a white, lowercase, sans-serif font. A small yellow triangle is positioned above the letter 'o'. The logo is set against a dark blue background.

aptos®

The text "Aptos Product Lifecycle Management" is displayed in a yellow, sans-serif font. It is positioned on a dark blue background that is part of a larger graphic design. The design includes a diagonal split between dark blue and light blue, and a diagonal split between light blue and white. A yellow diagonal stripe is also present. The background features a collage of fashion-related items: fabric rolls, buttons, a measuring tape, and a fashion sketch.

Aptos
Product Lifecycle
Management

Line planning and product design for a disrupted future

The rise of digital technologies has fundamentally disrupted both consumers and supply chains, and the impact on product design has been extreme. Balancing global brand appeal, local authenticity, the accelerating pace of trends, and increased demand for sustainability and positive environmental impact has never been more challenging – or more essential.

Aptos PLM Is the only modern product lifecycle management solution designed for brands and retail

We took nearly 30 years of retail planning and product design software expertise and transformed them into a modern technology platform for delivering product lifecycle management for retail. Aptos PLM provides complete collection management across the product lifecycle, giving design, product management, planning, and buying teams the tools they need to continuously bring their brand to life.

Aptos PLM keeps your brand performing by empowering you to:

- ▶ **Create workflows and dashboards** that keep designers on track and on time for key deadlines – while providing greater visibility into the process.
- ▶ **Collaborate in real time** with planners and suppliers to ensure the best possible designs to meet company objectives.
- ▶ **Minimize physical sampling** – and its costs, risks, and time – while ensuring greater accuracy in the finished product.
- ▶ **Visually manage your line plan's** color palette, materials, cost targets, and more with drag-and-drop ease and mobile imports.
- ▶ **Assess the environmental impact** of your designs – and suppliers – in real time.
- ▶ **Move seamlessly** from design to tech pack to sourcing to product item master and order with no duplicated data entry.
- ▶ **Effortlessly manage a global design team**, all from the same platform

Key benefits for Aptos PLM customers include:

- ▶ **Reduction in product costs** by more than 10% / increase in margins by more than 5%.
- ▶ **Reduction in time** to bring products to market by as much as 35%.
- ▶ **Increase in development team productivity** by 10-20%, enhanced standardization of processes.
- ▶ **Improvement in proposed design** success rate by up to 10%.
- ▶ **Reduction in sampling costs** by over 50%.
- ▶ **Continuous improvement** in product quality.
- ▶ **Ability to stay connected to company goals** and success, whether those are targets defined by assortment needs, price positioning, or margins.

Aptos Product Lifecycle Management

Aptos' deep expertise in retail planning, seamlessly extended into product design and delivered on a modern cloud technology platform.

Dynamic Line Planning

The place where designers and merchandisers can finally truly collaborate. Business and strategic objectives such as number of styles, style colors, target margins, and costs are properly communicated to your design and product development teams, meaning all functions are on the same page right from the earliest stages of development. The ability to provide a combined view of the collection – both analytical and visual – helps decision-makers immediately understand how new styles will work together.

Mobile Trend Research

Capture images and ideas remotely via mobile and make them immediately available to design as part of the creative phase of collection development. Use the mobile app for on-the-go access to data: search, image management, edit, real-time updates.

Integrated Mood Boards

Digital mood boards and sketches can be quickly created through familiar tools like Adobe Illustrator and Photoshop, without designers needing to leave their familiar design environments. Manage color palettes and share trends with other stakeholders.

Sophisticated Tech Pack Management

All data generated by new collections is centralized and standardized for easy management. This includes technical drawings, colors, size specs, bills of materials, and instructions for labeling/packaging, as well as sampling and production technical worksheets. These are generated interactively and stored in a single and shared database, which can be accessible to your teams via desktop and mobile devices.

Sampling Process and Workflows

Track all aspects of the sampling process, including fittings. Review measurements, add comments, and share in real time with suppliers.

Sourcing Collaboration and Performance

Track all key information regarding partners, including minimum order quantities, delivery timelines, and costs. Manage multisourcing specifications and flexible costing processes. Provide key suppliers with all information required to begin production, with no transfer time and minimized miscommunications. Score suppliers' performances over time and manage online negotiations. Move seamlessly from purchase requests to POs.

Environmental Sustainability

Create eco-friendly collections and meet increased consumer demands for environmental impact transparency and accountability. Aptos PLM includes Higg Index standards by SAC (Sustainable Apparel Coalition), helping you align your programs to industry-recognized definitions and best practices.

Corporate Responsibility

Publish and make available to your suppliers your codes of conduct, including policies governing environmental protection, human rights, and working conditions, as well as related audit calendars. Track auditing results and communicate corrective actions to out-of-compliance partners, together with dates for rectification.

Quality Assurance

Quality parameters, both qualitative and quantitative, and quality controls enable greater control and monitoring of production. Quality parameters can be grouped by product type (e.g., breathability and nontoxicity for denim) as well as by country, to ensure compliance with local laws and regulations. Quality test results are shared with individual suppliers for action as needed and contribute to suppliers' scoring profiles.

Technical Capabilities

Dashboards and Calendars

Gantt chart and calendar views of progress against collection process. Interactive and configurable dashboards with drill-down navigation to underlying details.

Workflows

Track dedicated business processes and activities via workflows. Enable users to track events, alerts, and to-do lists while also managing aggregated views of development calendars to identify items at risk of falling behind.

Modern Graphical UI

Engage with a highly visual and intuitive user interface specifically designed for collaboration. Planning by image enables visual collection previews combined with simple drag-and-drop capabilities to obtain the best collection balance.

Role-Based Views

Each stakeholder is provided with the most consistent and familiar view for their role: an analytical view for planners, a visual view for designers, and a third, combined view (style records are associated with product images) showcasing contributions of both functions. Extend the collection development process to any number of diverse and remote users.

Extensions

3D/AR

Aptos PLM includes the ability to incorporate 3D and AR design views through its extension framework. Digitize your design process through prototyping and sampling, and collaborate remotely through mobile tools and real-time sharing of notes and modifications.

Crowdsourcing

Increase product success and maximize margins by incorporating customer feedback on design and price. AI-driven natural language processing combined with fast and easy crowdsourced inputs can be easily incorporated into the design process through Aptos extensions.

Adobe Integration

An Aptos PLM component is available within Adobe Illustrator, where styles and sketches can be modified as part of an integrated and consistent designer experience.

Integration to Aptos Planning

Drive instant value through seamless integration of Aptos PLM to the Aptos Merchandise Lifecycle Management Suite. Start the design process from targets and placeholders developed in Aptos Assortment Planning, and update those placeholders with real designs as they are finalized and approved. Leverage the Aptos Commercial Buying Session solution – a unique combination of PLM and Assortment Planning – to drive wholesale or area manager orders that flow seamlessly from product design to purchase order. Use Supply Chain Management to secure factory time and transportation earlier in the cycle, and track and monitor progress against delivery timelines.



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The project has produced important results in terms of streamlined processes, one version of data across functions, and development times reduced by 20%. Aside from the benefits themselves, what makes us proud is also the speed with which these benefits have been achieved. The commitment of the Artsana Group, together with the proven project methodology of Aptos, has allowed us to meet every milestone and deadline we defined.

- Francesco Ruo, PLM Project Manager, Artsana



With Aptos PLM, HSE24 provides better service and support to more than two million active customers

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Our customer-driven approach... calls for ever-more-responsive product development and sourcing. Aptos will help us streamline and further accelerate the process through more accurate line planning, tighter connections between product development and our supply partners, as well as standardized information and procedures.

- Jan Schulze, CMO, HSE24



About

Aptos: Engaging Customers Differently

Aptos is the largest provider of enterprise software focused exclusively on retail. Our cloud-based Singular Retail™ solutions are trusted by over 1,000 retail brands in 65 countries. With industry-leading omnichannel commerce and merchandise lifecycle management solutions, we help retailers develop dynamic and responsive assortments, streamline operations and deliver integrated, seamless experiences...wherever shoppers choose to engage. More than 1,300 colleagues share our collective passion for engaging customers differently, and we are committed to developing relationships built on trust and tangible value by partnering with our clients to create agile retail enterprises that are built to thrive in an era of constant change. Learn more: www.aptos.com.

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