Fashionwest MANUSCRIPT

Paul Magel

BlueCherry by CGS
In today's difficult economy, organizations have to take an increasingly strategic approach to managing their businesses. This is especially true of the apparel industry, where visibility—beginning with the initial design concept and continuing through the product life cycle to the end consumer—is essential. It's why more and more companies in the industry, as well as those in fashion, footwear and accessories, depend on the technology-enabled business solutions and services provided by Computer Generated Solutions, Inc. (CGS).

For 25 years, CGS has been delivering technology-enabled solutions for its clients. As supply chain solution experts, CGS helps leading brands to drive innovation and cost savings with the BlueCherry Enterprise Suite of applications, designed specifically for the fashion industry. It's an award-winning, full end-to-end application suite encompassing shop floor control, warehouse management, merchandise planning, distribution, product lifecycle management, business intelligence, back office systems, and more. CGS combines extensive business knowledge with a deep technology competency to deliver the right solution for the business.

Rapid Return on Investment

"BlueCherry is a portfolio of solutions designed to help client companies streamline their operations and boost their productivity from start to finish," explains Paul Magel, Senior Vice President, Application Solutions. Chosen by more clients than any other comparable system, BlueCherry offers a rapid return on investment, improved customer service, faster time to market, superior management control and reporting, a reduction in chargebacks, and streamlined EDI.

The BlueCherry Enterprise Suite consists of integrated and stand-alone modules that include product lifecycle management, warehouse management, executive intelligence, shopfloor solutions, and EDI. Among features of the system are:

Full ERP Solution: The alignment of all operations involved in the supply chain to maximize efficiency and output while eliminating waste and lowering the cost of ownership. The system allows collaboration across departments, as well as with vendors and suppliers.

Advanced EDI Management and Reporting: Advanced EDI mapping that streamlines inbound and outbound processes. Automation offers greater control while enhancing productivity and quality.

Superior Management Control and Reporting: With centralized insight from design to delivery, the suite allows users to maintain control through entire product lifecycles. Further, company-wide visibility enables clients to identify new opportunities and find new methods to innovate.

Event Exceptions/Trigger Notification: Identification of issues before they become trouble. Occurrences outside specified parameters prompt automatic notification.

Chargeback Notification: BlueCherry includes chargeback and dispute management to help resolve any issues with order errors or defects.

Now BlueCherry is stronger than ever. This spring, CGS announced the Rapid Project Methodology (RPM) for BlueCherry Enterprise Suite, the system's first accelerated implementation offering. By pre-configuring much of the industry-specific functionality within the solution, BlueCherry RPM is designed to reduce the time, costs and risks typically associated with an enterprise software application.

"By simplifying the software implementation process, we're enabling customers to achieve business results and ROI even faster while gaining the rich functionality and flexibility they need long term," says Magel. "However, integrating our clients' data and processes into a unified system is not our only goal," he notes. "There are elements such as a winning strategy, flexibility, innovation, speed, efficiency, customer focus and quality — and these rely on integration that is efficient, timely and focused. As experts in complex engagements, CGS specializes in developing custom business software solutions with the performance and agility to execute in a way that is right for our clients."

Strengthening the West Coast Team

CGS has continually strengthened its presence on the West Coast in addition to the rest of its business. Its client list today contains such key area companies as Tommy Bahama, Junkfood, Haggard, Mighty Fine, Fortune Casuals, Fortune Swimwear, Signal, Fourstar and Rebels Footwear—and the company is still expanding.

To serve its growing customer roster, CGS this year named Elaine Collins as Vice President, Application Solutions Sales for the Western Region, with responsibility for growth of the BlueCherry line throughout the Western states. She joins CGS from Sterling Commerce/AT&T, where she headed sales. Earlier she held sales management positions with PeopleSoft, SAP America, and J.D. Edwards & Company.

"The demand for CGS solutions in the Western Region has increased dramatically. CGS is experiencing dramatic growth nationwide, and the L.A. office
has played a key role in that growth,” says Phil Friedman, CGS’ Founder, President and CEO. “We look forward to delivering on expanded capabilities and to providing value-added services and unparalleled client satisfaction under our expanded management leadership.”

CGS’ leadership is recognized throughout its field. This past spring, the company was the exclusive sponsor of Apparel magazine’s day-long technology conference at the Fashion Institute of Design & Merchandising’s Orange County Campus. Conference educational sessions included such subjects as design and product development; manufacturing; information technology; sourcing; logistics and transportation; and retailing. BlueCherry client Four Start Distribution joined CGS in presenting a case study on the operating efficiencies and innovative benefits of BlueCherry’s Enterprise suite and Rapid Project Methodology.

“The West Coast and California in particular are home to a thriving and creative apparel base, born out of great design talent and a strong entrepreneurial spirit,” said Magel. “We have expanded our West Coast presence to serve the strong demand we are seeing. We were very pleased to provide the market with the latest information about technology options, and the kinds of strategies and implementation tactics that are driving real success.”

Further evidence of CGS’ industry leadership was the invitation extended to Magel by WWD to participate in a roundtable discussion on Fashion, Apparel and Technology. “Technology is a tool, not an end in itself,” Magel counseled. “For any company utilizing technology, it’s important that they understand the results they expect from it. If they don’t do an ROI analysis based on expected returns from it, how will they know if they have succeeded? Don’t do technology for technology’s sake. Make sure you use justifiable technology.”

In its quarter-century of business, CGS, headquartered in New York, has grown to become a company with 3,000 employees in 20 locations in North and Central America, Europe and Asia. Its business systems drive transformation and improve operating performance by adapting and implementing advanced technologies, which are carried out by proven, cross-industry, multi-platform experts who are dedicated to customer satisfaction. CGS has never strayed from its roots by providing technology solutions across the supply chain for its customers from the fashion industry.

By Peter Haas

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