

CGS-BlueCherry: Innovating Fashion Technology for 23 Years

Computer Generated Solutions, or CGS as it is known, was only an idea some 23 years ago in the mind of Phil Friedman, a Soviet émigré who had found his footing in the U.S. apparel industry. He saw the critical need for technological innovation in an industry that was slow to embrace change, and so he founded CGS to provide a skeptical industry with needed information systems.

Today, CGS is a leading provider of software solutions on an increasing, and increasingly popular, scale. Companies around the world, from Fortune 1000 down, make wise use of CGS' many products. The momentum continues to grow for BlueCherry, CGS' suite of fully integrated products that run "concept to consumer," from inception through development, production, warehousing, shipping, and compliance to everything in between.

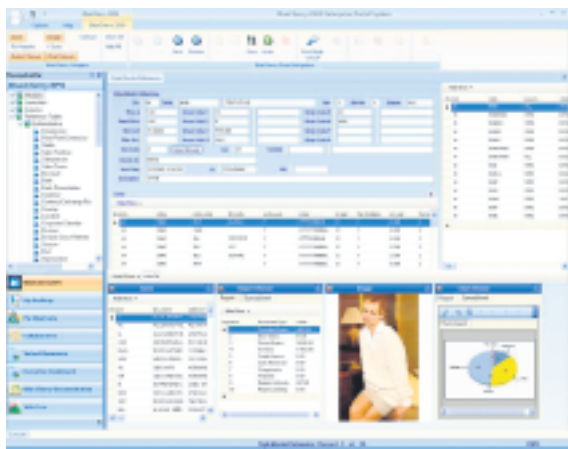
"We get a fantastic reception," reports Paul Magel, senior vice president for application solutions. "Our product scales the industry, small to large. Once a customer implements BlueCherry, they can stay for the life of the company, because our product scales as large as they need to grow."

BlueCherry has quietly and effectively made its way into the information systems of such big-time apparel companies as Marc Jacobs, Tommy Bahama, Sean John, Brooks Brothers, Diane Von Furstenberg, and more than 100 others. Haggar Clothing, the behemoth men's casual and dress apparel maker, purchased BlueCherry this year as the answer to its strategic goal of technology innovation, particularly in managing its wholesale apparel lifecycle.

"We evaluated many software solutions from the Tier One ERP vendors," explains senior vice president and CIO Gertrude Van Horn, "and believe that CGS' BlueCherry solution, along with CGS' domain expertise in the apparel industry, make them the right partner to provide the foundation to drive operational efficiency, allowing Haggar to better respond to our internal and external customer demands."

With its launch last year of a Product Lifecycle Management, or

PLM, module, CGS has taken the next leap forward to comprehensive business and product control. "BlueCherry PLM integrates every individual, every department, and every company from design to delivery into a larger value-added chain," Magel says. "That includes colleagues, customers, and suppli-



ers. We believe that BlueCherry PLM can provide new levels of efficiency, productivity, and profitability."

As demand for CGS' BlueCherry products grows, CGS continues to evolve with an eye to the cutting edge. At last October's user conference, CGS provided its clients with a preview of BlueCherry's next generation: a web-based enterprise portal using Microsoft's .NET platform. A full-blown demonstration is set for this fall at CGS Annual Customer Conference, Insight 2007, with product introduction scheduled for 2008.

"Organizations can't survive without technology today," Magel says. "Retailers are thrusting it upon the manufacturers. They need to step up to the plate and understand the value of technology. Companies have to be not only more efficient, but also more innovative."



800-246-0684
BlueCherry@cgsinc.com
www.cgsinc.com

