

Simparel Launches New Enterprise Solution

Farb Joins as Vice President of Sales and Marketing



When its prior vendor stopped supporting Ballin's custom system, the men's better dress slacks maker chose Simparel to duplicate its legacy software system.

Simparel Inc. has developed a new generation enterprise solution that it reports provides many advantages over traditional software systems. With its patent-pending technology, the company implements industry-standard solutions without writing programming code, says CEO Ron Grilli, who adds that the solution represents a "paradigm shift" in software development because it eliminates the need for cumbersome programming code, using instead "data dictionaries" that define the scope of the system.

Simparel reports that its technology allows projects to be completed in a fraction of the time of other systems, and that the resulting configuration is tailored to the specific needs of the end user without process gaps, and with the ability to scale easily to meet future needs. The solution is also available as an SaaS.

Simparel customers include Gold Medal International, and Kidrobot and Ballin. The latter, a manufacturer and marketer of men's better dress slacks, selected Simparel to duplicate its legacy software when its prior vendor stopped supporting Ballin's custom system.

Simparel developed a complete replication of Ballin's existing ERP functionality, including master production scheduling, cut planning and multi-level automated supply chain allocation, based on user-controlled rules.

In other company news, Richard Farb has joined the company as vice president of sales and marketing. Farb has more than 25 years of sales and marketing experience in the technology sector and fashion industry, including serving as CEO of The Edge, a manufacturer of contemporary casual clothing. His most recent experiences focused on executing product development management and lifecycle management initiatives that deliver speed to market for organizations.

▶▶ for more information: www.simparel.com