



Contact: Jean Cohen

[jean.cohen@simparel.com](mailto:jean.cohen@simparel.com)

212.279.5800

Contact: Richard Farb

[richard.farb@simparel.com](mailto:richard.farb@simparel.com)

212.279.5800

## **Simparel Extends its Enterprise Solution to PLM**

**New York, N.Y., September 09, 2009** – Simparel Inc, known for its next generation open ERP solution, has extended its footprint to include design, concept, planning and pre-production (PLM). Using its unique data dictionary approach, customers can get a fully configured PLM that is specifically suited to their business.

According to Richard Farb, Vice President of Sales and Marketing, “With a Simparel system in place, fashion companies can have the PLM they need without buying modules or having to compromise their business processes to fit inflexible software.” Farb continues, “The biggest failings for PLM are complicated, long and expensive implementations that often cause more problems than they solve.”

With Simparel’s 100% metadata driven application, customers can select exactly what they like and change what they don’t. The solution is open and completely agnostic so everyone in the company can view and manage what is important to their job. Simparel can generate any form, add any field, manage any business hierarchy, and display any desirable grid result, all in real time, without writing a single line of programming code. The resulting system is fluid and engineered for change.

The fashion business is all about change, requiring systems that can quickly adapt to changing needs. With Simparel’s next generation solution, being stuck with an outdated configuration due to software inflexibility is no longer an option.

### **About Simparel**

The Simparel [ERP and PLM solutions](#) are designed to be both flexible and affordable. Scalable and customizable for ever-evolving industries, the Simparel solution is optimized for change in industries where efficient supply chain management is crucial, including apparel, accessories toys, home fashions and footwear. Headquartered in New York, the Simparel management team brings decades of experience with over 600 successful implementations. For more information, visit [www.simparel.com](http://www.simparel.com).