



Global trading systems, inc

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## **GTS debuts entry-level PLM application footwear geared to Small to Medium Sized Companies, Design Shops and Retailers**

*SoftShoe Style is Global Trading Systems newest software offering to the footwear industry. This Internet-based product lifecycle management software is a subscription-based solution that breaks down the barriers for entry to PLM for many in the footwear industry.*

Kirkland, WA February 1, 2010 – SoftShoeStyle, a new product life cycle management software from Global Trading Systems, Inc., helps small to medium footwear companies, designers and retailers facilitate communication and simplify the coordination of product development tasks. SoftShoe Style is not only a perfect long term solution for independent fashion footwear designers, niche fashion companies or the footwear division of a retail firm, but it is also a great start-up package for companies who wish to take a conservative approach to PLM.

By connecting style level design, product development, engineering, high-level costing/margin details in an integrated approach that includes an e-mail interfaces and on-line reporting from a centralized database of product-related information, SoftShoe Style provides a unified, single version of specifications and product information in real-time that allows colleagues to collaborate together anywhere. In the past, access to PLM software has been limited to companies who have the financial and human resources to implement an enterprise PLM solution. But with SoftShoe Style, it's a quick, manageable implementation. The annual subscription license approach virtually eliminates the risk usually associated with critical application like PLM.

“SoftShoeStyle takes away complexity and delivers core functionality to designers, product developers and merchandisers to manage products simply. They can focus on the footwear, not the software, with SoftShoeStyle.”

“SoftShoe Style is a really cool, easy to use tool” said Janet Amico, President of Global Trading Systems, Inc. “After 15 years of developing core applications for footwear companies around the world, we wanted to provide a solution to the market that was not so intimidating or potentially disruptive to the design teams, but still provide the benefits of a structured database and the accepted benefits of a PLM system. We incorporated common industry processes and footwear parameters into SoftShoeStyle as much as possible. It does represent the best practices for PD and is a significant improvement over ad-hoc ‘systems’ based on spreadsheets and e-mail. SoftShoeStyle takes away complexity and delivers core functionality to designers, product developers and merchandisers to manage products simply. They can focus on the footwear, not software with SoftShoeStyle”, she added.

### Global Trading Systems

GTS is the pioneer PLM solution provider to the footwear industry. Increasing productivity and facilitating real time updates to speed up the development process for even the smallest companies is now a reality.

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