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attune Becomes SAP® Channel Partner Delivering SAP Business All-in-One Solutions to the Sports, Fashion, Apparel and Footwear Industry

Consulting and professional services company attune now offers end-to-end SAP solutions for brand owners

ORLANDO, Fla. - May 5, 2008 attune USA LLC, (attuneconsulting.com), the fashion consulting and professional services firm, today announced it has become an SAP® channel partner authorized to resell SAP Business All-in-One solutions serving the fashion and apparel industry. The partnership provides for attune to offer qualified SAP Business All-in-One partner solutions to the U.S. apparel, footwear, sportswear and fashion industry -- in addition to its comprehensive SAP solution-based consulting and professional services, as SAP continues to build its partner channel to deliver business management solutions to midsize companies and small businesses. Today's announcement was made at the SAPPHIRE® 2008 Orlando conference.

SAP Business All-in-One is a comprehensive, proven solution with preconfigured, industry-specific business processes to enable predictable and affordable implementations. Optimized for midsize companies, SAP Business All-in-One has the flexibility to adapt and extend as a business evolves and grows. With its designation as an SAP channel partner, attune now provides a complete solution that encompasses all facets required for successful implementation, including SAP Business All-in-One software licensing, implementation services, training and documentation, staffing and optimization and support.

"SAP Business All-in-One offers a comprehensive, efficient means for many businesses to realize the benefits of SAP solutions that previously might have been out of reach," said attune global marketing director Steve Roach. "Our partnership with SAP now lets us provide to growing mid-market fashion companies in the U.S. an end-to-end solution, addressing every aspect required to begin taking advantage of these unique business management solutions that help to manage profitable growth. The benefits of SAP Business All-in-One with its quick implementations, seamless integration between departments and improved insight into expanding operations coupled with our complete SAP solution-based professional services will prove advantages for companies operating in the fashion sector."

Midsize companies are realizing the value of SAP Business All-in-One solutions that can be rapidly deployed by leveraging the SAP ERP application and proven industry best practices through qualified partner solutions. attune intends to broaden its services for SAP solutions by offering the SAP Business All-in-One solutions to midsize brand owners (revenue of \$50 - \$500 million) throughout North America.

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"SAP and its partners offer midsize companies the vertical solutions they need to compete effectively and grow their businesses profitably," said Glenn Wada, senior vice president and general manager, SAP America, Inc. "We look forward to working with attune as an SAP channel partner authorized to resell SAP Business All-in-One solutions to midsize companies in the fashion and apparel industry, helping them to achieve their objectives of improved growth, lower costs and a better understanding of business processes."

Roach added that attune continues to offer a full range of custom consulting and applications services, including business transformation, IT transformation, enterprise application implementation, applications management and outsourcing, and applications development, as well as a comprehensive selection of infrastructure and business process solutions. Solely dedicated to the business of fashion – attunes' mission is to make great fashion companies greater.

The industry solutions will be demonstrated at SAPPHIRE 2008 Orlando and available for conference attendees to review at attunes' booth (#1782).

Further Information:

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About attune

Solely dedicated to the global apparel, footwear, sportswear and fashion industry, the attune group empowers companies at all stages of the fashion value chain to maximize revenue, ROI and supply chain visibility. With over a decade of experience as an implementer of SAP solutions — for manufacturers, brand owners and retailers — its mission is to help make great fashion companies greater. attune's comprehensive offering of full lifecycle services include preconfigured solutions for accelerated implementations of the SAP Apparel and Footwear application. The attune group currently has nine worldwide offices in nine countries. To learn more, visit www.attuneconsulting.com.

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