



attune for brands™

The rise of exclusive and private-label brands in the post-quota era has generated new waves of opportunity. It has also introduced new levels of complexity. To address the wants and needs of today's empowered retailers and consumers. Brand owners must respond to rapid changes in consumer fashion trends, seasonal variations, shorter product lifecycles and complex product dynamics.

Empowering brands and sourcing. Across an evolving global footprint.

attune for brands was created to help small and midsize brand owners with limited resources — who face the same challenges as larger brands — to meet their core objectives. It is equally valuable to larger brands as an accelerator for the overall reduction of costs and timelines.

Designed to maximize the power of the SAP® Apparel & Footwear (SAP AFS)™ application: *attune for brands* is a proven business platform for continuous, scalable and flexible growth that is built on the Best Practices used by multinational brands.

The synergy of *attune for brands* and SAP AFS provides brand owners with the agility to address fleeting windows of opportunity. To accelerate time-to-market for new brands and products. To gain immediate value from brands they've acquired. And to minimize cycle time across the entire supply chain.

A unifying force for sales, sourcing and operations.

Today more than ever, there is intense pressure to deliver quality goods, in greater quantities, within shorter timeframes. *attune for brands* enables brand owners to leverage the competitive advantages of today's globalized production and distribution networks. While maintaining predictable cost structures, project scopes and implementation timelines. Through total harmonization of key international operations, *attune for brands* encompasses all aspects of customer order management, demand management, supply chain visibility and product availability.

Designed to maximize the rich functionality and exceptional scalability of the SAP® Apparel & Footwear (SAP AFS)™ application, *attune for brands* is a pre-fitted solution that enhances ROI, reliability and flexibility. Small and midsize enterprises can now undertake microvertical brand-building strategies, through efficiencies and accelerators that were formerly the domain of large multinational brands.

attuned to the vision.

The *attune* group was created through the synergy of a major apparel production conglomerate, leading fashion & apparel consultancies, and senior SAP corporate executives. With over a decade of experience as an SAP® solution provider — and a comprehensive offering of full lifecycle services for manufacturers, brand owners and retailers — its mission is to make great fashion companies greater.

KEY FEATURES

Seasonal Forecasting & Early Buys

Seasonal forecasting often drives vendor procurement long before the retail orders are placed. The demand allows the brand owner to place a purchase order, which is sent to the overseas buying office and/or manufacturer. It also carries availability dates based on material lead times. In parallel, retailers place contracts/purchase orders or “early buys” to ensure the availability of certain products for the coming season and to lock into early order discounts. During the fashion season, retailers may also place reorders for styles which have high sales volumes.

Available to Promise (ATP)

As retailers draw down on contracts with call-off orders, *attune for brands*TM performs an availability check to confirm if the wares are available for the requested date. If the order cannot be fulfilled, the available to promise (ATP) specifies when goods are available – ensuring accurate and on-time information to the retailer.

Allocation Runs (ARUN)

There are often several weeks or months between sales order creation and the delivery of goods. To accurately deliver goods to retailers, an allocation run (ARUN) distributes available stocks to sales orders based upon date and customer priority. This unique feature enables the brand owner to ensure customer satisfaction and brand penetration by optimizing on-time deliveries.

AFS Seasonal Functionality

The seasonality of the apparel business (spring, summer, fall, winter, back-to-school and Christmas) requires that certain products be available for their corresponding season. *attune for brands* performs a seasonality check during order entry. This ensures that certain products are only sold after a specific date, or during a certain time period.

Sales Pricing Procedures

Fashion-industry pricing can be very complex, and is related to the color and size of the product. The brand owner needs to be able to handle complex discounts, surcharges & freight costs. Since pricing is specific to each customer, *attune for brands* has been pre-configured with pricing procedures for all order types including intercompany pricing.

Value Added Services (VAS)

Retailers continue to demand more services from your organization. Value Added Services enable the brand owner to capture specific instructions for labeling, packing or other requests (i.e. creasing, hemming, finishing, etc.). A charge code determines whether the customer should be charged for such services.

Credit Control

Credit management enables the brand owner to monitor, evaluate and control credit situations and credit allocations. The system is configured to enable dynamic checks during sales order entry, and to perform checks during sales order allocation.

Complex SKU Management

attune for brands complements the capability of SAP AFS, which manages large volumes of highly-complex master data that are common to the apparel and footwear industry. The flexible master data structure of SAP AFS enables users to:

- represent sizes, colors, and quality at the SKU level
- define one-, two-, and three-dimensional matrices with an unlimited number of dimension combinations for purchasing, production, and sales
- segment stock according to various categories, such as country of origin or quality
- calculate and report costs down to the SKU level
- simplify and streamline the frequent and time-consuming mass changes to master data

BUILT-IN BEST PRACTICES

attune for brands addresses the key business issues faced by today’s small to mid-sized brand owners. Its preconfigured business processes enable you to collaborate seamlessly with employees, manufacturers and retailers across enterprise boundaries. *attune*’s comprehensive offering of consulting services also provides the following benefits:

On-time, on-budget implementation

attune and SAP[®] have collaborated with the fashion industry for more than a decade. With pre-configured, productized offerings such as *attune for brands*, we are now taking this relationship to the next plateau. Enabling the delivery of pre-defined solutions, at a fixed price, with a fixed timeline. Resulting in the co-creation of true added value for small and mid-sized customers.

Clear understanding of scope

In every project implemented by *attune*, the brand owner has a clear understanding of project deliverables through the use of conference room pilots, pre-defined business process templates, forms and reports. Through the ASAP Focus Methodology, we ensure that all assumptions are validated before proceeding into the implementation.

Scalability

Leading multinational brand owners rely on the proven ability of the SAP platform to meet their business needs – while allowing for acquisitions, divestitures, growth and continued global expansion. You will leverage this same platform by choosing *attune for brands*.

SOLUTION SCOPE

SD	Master Data	Sales Order Processes	Credit Control	Available to Promise	Value Added Services	Allocation Run ARUN	Delivery Processing	Billing	Forms & Reports	Data Migration Tools
MM	Master Data	Planned Independent Requirements	MRP	Purchase Order Promising	Subcontracting	Inventory Management	Invoice Verification	Forms & Reports	Data Migration Tools	
FI	Master Data	General Ledger Accounting	Accounts Receivable	Accounts Payable	Asset Accounting	Month/Year End Processing	Forms & Reports	Data Migration Tools		
CO	Master Data	Costcentre Accounting	Product Cost Planning	Profitability Analysis	COPA Planning	Month/Year End Processing	Forms & Reports	Data Migration Tools		

AVAILABLE FUNCTIONS

Finance

- Day-to-day management
- Financial reporting
- Management and responsibility accounting
- Profitability analysis
customers • products • divisions

Product Costing

- Product costing management
- Costing sheets maintenance

Sales

- Front-end management
customer types/details • required functions
- Simple, comprehensive pricing procedures
- Customer order processing
single and mass entry
- Customer sales contracts
- Credit management
setting credit limits • blocking transactions
- Real-time stock availability
- Managing value-added services and items
- Sales/order fulfillment cycle
detailed information on sales, status and visibility

Planning

- Procurement proposals
automatically generated based on orders

Procurement

- Sourcing/business partners management
- Simple, comprehensive pricing procedures
- Procurement contracts facilitation
for greige or colored finished goods
- Purchase order processing
based on proposals and source allocation
- Purchase order authorization controls
- Order confirmations and shipping notifications
- Embellishments management
i.e. embroidery
- Third-party order processing
- Relevant purchasing reports

Inventory Management & Invoice Verification

- Goods receipt and storage
- SKU-level batch information
- Material movement within facilities
- Visibility of stock status
- Physical stock takes
- Inventory control reports
- Three-way invoice matching and verification
purchase order • goods receipt • invoice

Distribution

- Goods allocation to specific orders
- Picking and packing
- Delivery management
- Billing

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 SAP® solution provider — for manufacturers, brand owners and retailers – attune’s comprehensive offering of full lifecycle services include preconfigured solutions for accelerated SAP Apparel & Footwear (SAP AFS)™ implementations.

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