



**2011 Global Fashion Product Lifecycle Management
Product Leadership Award**





Frost & Sullivan's Global Research Platform

Frost & Sullivan is in its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360 Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2011 Global Product Leadership Award in Fashion PLM to Gerber Technology.

Significance of the Product Leadership Award

Key Industry Challenges Addressed by Product Leadership

The fashion industry has a dynamic business environment that requires apparel brand owners, manufacturers and retailers to deploy new concepts for accelerating growth and sustaining market share. The impact of increasing globalization has also ensured that production units in the industry are shifted to low-cost regions, such as the Brazil, Russia, India and China BRIC economies. In effect to the decreasing significance of geography, the fashion industry is getting fiercely competitive and intense. The PLM market in the fashion industry is one of the fastest growing industrial segments, with the segments of authoring and analysis tools and collaborative product definition management (cPDM), offering significant growth opportunities for PLM vendors. Product leadership in such an emerging market paves the way for growth and excellence of the industry and sets an example to a host of new products emerging in the market.

Key Benchmarking Criteria for Product Leadership Award

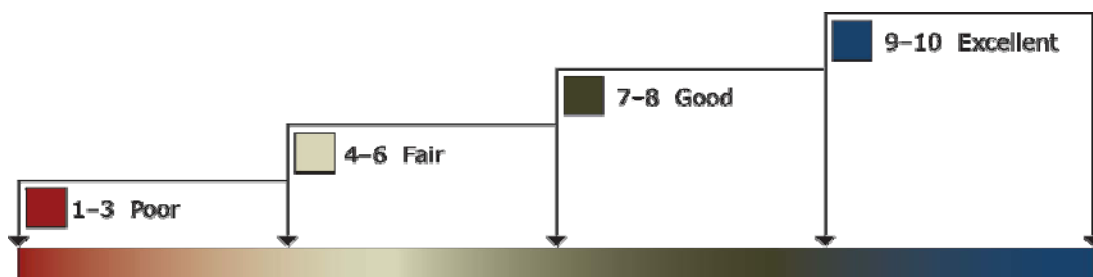
For the Product Leadership Award, the following criteria were used to benchmark Gerber Technology's performance against key competitors:

- Product Features/Functionality
- Innovative Element of the Product
- Product Acceptance in the Marketplace
- Provides Customer Value Enhancements

Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and Award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 2.

Chart 1: Performance-Based Ratings for Decision Support Matrix



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Chart 2: Frost & Sullivan's 10-Step Process for Identifying Award Recipients



Best Practice Award Analysis for Gerber Technology

The Decision Support Matrix, shown in Chart 3, illustrates the relative importance of each criterion for the Product Leadership of the Year Award and the ratings for each company under evaluation. To protect the interests of the award recipient's competitors, we have chosen to refer to them as Competitor 1 and Competitor 2.

Chart 3: Decision Support Matrix for Product Leadership Award

<i>Measurement of 1–10 (1 = lowest; 10 = highest)</i>						
	Features/Functionality	Innovative Element of the Product	Product Acceptance in the Marketplace	Provides Customer Value Enhancements	Weighted Rating	
Relative Weight (%)	25%	25%	25%	25%	100%	
Gerber Technology	8	9	8	8	8.25	
Competitor 1	8	7	7	8	7.5	
Competitor 2	8	7	7	7	7.25	

Criterion 1: Product Features/Functionality

Gerber Technology's YuniquePLM is a configurable fashion PLM solution that provides end-to-end business coverage, starting from design ideation to product development to sourcing and supplier integration. It has a high-end user interface that provides operational flexibility, intuitive business intelligence and mass-edit capabilities. The various functionalities of YuniquePLM include extensive merchandise and line planning, customized user and management dashboards, multi-language support and elaborate client capabilities for ensuring product quality. Extended line planning allows for flexible planning options to accommodate a variety of line planning methods while merchandise planning enables configurations at the product group level to be cascaded to division and collection levels. Financial planning options include provisions for unit details, markup factor, gross margin calculations, and more.

Another notable feature of YuniquePLM is the availability of enhanced user and management dashboards that provides high visibility for executives and managers as well as end users into the entire end to end business process, from design to delivery. This also includes a pre-configured graphical framework that enables comparison of popular business metrics for efficient analysis and report generation. The feature of YuniqueBI (business intelligence) is another unique functionality that avails data from YuniquePLM system, and facilitates combination with information from enterprise resource planning (ERP) and other enterprise software. This combined information is subsequently presented through interactive dashboards and graphs that are accessible from desktop PCs and mobile devices. Another significant feature of YuniquePLM is its compatibility with

Windows Operating Platform, Macintosh and other mobile platforms. The functional capability of YuniquePLM to be deployed alongside major ERP platforms, like SAP, AFS, makes it a viable product application for many major end-users in the global fashion industry.

Criterion 2: Innovative Element of the Product

Gerber Technology's wide product portfolio for catering to the needs of the fashion industry provides an excellent platform for its existing clientele to deploy YuniquePLM and achieve greater results. A highly innovative element of YuniquePLM is its ability to use data and images by importing information from Gerber Technology's AccuMark system. Gerber Technology's AccuMark system provides tools that enable realizing high fabric efficiency and reduced production costs. Users can also derive information related to material yield calculations directly from Gerber's AccuMark CAD system. The facility to use models, markers and finished points of measures (POMs) from AccuMark CAD integration is a notable feature of YuniquePLM that considerably enhances the design process. This interface also helps to reduce errors and avoid repetitive work. This interactive facility between the two systems improves overall design process and reduces time-to-market, considerably. The wide scope of configuration enables customers to design YuniquePLM accordingly and adopt best practices in processes, and deploy client-specific requirements, like unique tech-pack designs and costing calculations. This aspect enables YuniquePLM to function in a way that surpasses the traditional scope of PLM. Through the use of Microsoft's SQL server capabilities, YuniquePLM helps clients generate standard and custom reports, along with alerts and notifications. The SQL Server Reporting Services environment is a user-friendly report model that helps customers build reports without requiring them to have a deep technical insight on the complex data structures built within.

Criterion 3: Product Acceptance in the Marketplace

YuniquePLM is a well-drawn solution created by a team of people from the industry who have hands-on expertise in addressing the needs of the fashion PLM industry across the globe. Gerber Technology's expansive global presence in 129 countries, with a wide product data management (PDM) and product lifecycle management (PLM) client base built over the last 20 years, has enabled the wide adoption and acceptance of YuniquePLM across various end-users in the fashion industry.

Criterion 4: Provides Customer Value Enhancements

The Gerber brand has a unique product suite with leading fashion solutions in computer-aided-design (CAD), product data management (PDM), product lifecycle management (PLM) and computer-aided manufacturing (CAM) solutions. This strong brand image of Gerber Technology has accelerated the growth and expansion of YuniquePLM over the years. The user-friendly interface, coupled with a high level of productivity achieved through YuniquePLM, has been widely acknowledged by some of the leading participants in the fashion industry. YuniquePLM has been able to surpass end-user requirements in terms of enhancing design process, reducing wastage of material and reducing time-to-market.

Conclusion

The fashion industry is growing at a rapid pace, challenging apparel manufacturers to ensure high product quality, reduce product cost and address fast-changing customer preferences in different parts of the globe. In addition, end-users are also required to achieve their core business objective of improving profitability. YuniquePLM enables end-users in the fashion industry to innovate and optimize the design and development

process through a web-based unified architecture that provides end-to-end business coverage. Its relevance to current market needs makes it a leading PLM product in the global fashion PLM market.

The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360 Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360 Degree Perspective™ is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

The CEO 360 Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies’ growth strategies. As illustrated in Chart 4 below, the following six-step process outlines how our researchers and consultants embed the CEO 360 Degree Perspective™ into their analyses and recommendations.

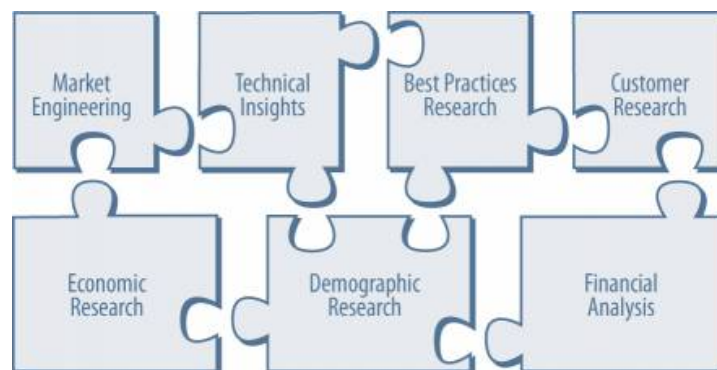
Chart 4: How the CEO's 360 Degree Perspective™ Model Directs Our Research



Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process. It offers a 360 degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 5: Benchmarking Performance with TEAM Research



Impact of Product Leadership Award on Key Stakeholders

The Product Leadership Award is a prestigious recognition of Gerber Technology's accomplishments in Fashion PLM. An unbiased, third-party recognition can provide a profound impact in enhancing the brand value and accelerating Gerber Technology's growth. As captured in Chart 6 below, by researching, ranking, and recognizing those who deliver excellence and best practices in their respective endeavors, Frost & Sullivan hopes to inspire, influence, and impact three specific constituencies:

- **Investors**

Investors and shareholders always welcome unbiased and impartial third-party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is the best and most credible way to showcase an organization worthy of investment.

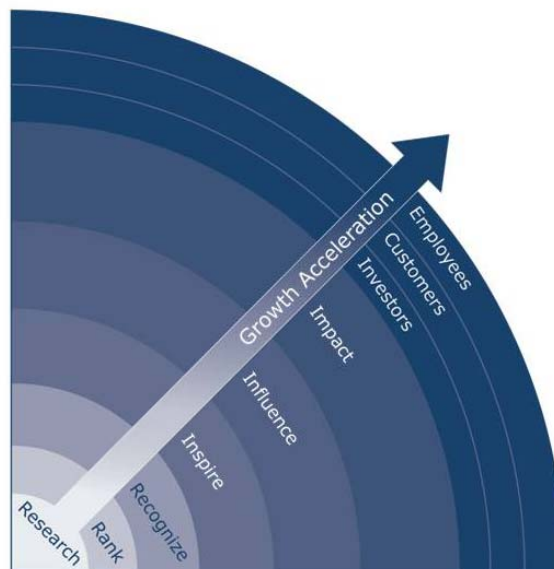
- **Customers**

Third-party industry recognition has been proven to be the most effective way to assure customers that they are partnering with an organization that is leading in its field.

- **Employees**

This Award represents the creativity and dedication of Gerber Technology’s executive team and employees. Such public recognition can boost morale and inspire your team to continue its best-in-class pursuit of product leadership for Gerber Technology.

Chart 6: Best Practices Leverage for Growth Acceleration



About Gerber Technology

Gerber Technology is a world leader in the development and manufacture of integrated software and hardware automation systems for the fashion and apparel industry. The company is a Gold-certified Partner of Microsoft, and its software systems are used for automating production processes, enhancing the design and development process, and helping to improve the efficiency of product data management. The company offers customized solutions to a number of end-user industries, including apparel, industrial fabrics, composites, transportation interiors and home textiles. Gerber Technology has its global headquarters in Connecticut, USA, and serves customers in nearly 130 countries across the globe. The company's design and development centers are located throughout the United States, Europe and Asia.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents.

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