



FOR IMMEDIATE RELEASE

RLM Offers Seamless Omni-Channel Integration Using Shopify

RLM Apparel Software adds Shopify to their e-Commerce integration for fashion houses interested in setting up an online presence.

Lyndhurst, New Jersey – June 15, 2016-- In response to more and more fashion brands looking to create an online store, **RLM Apparel Software** continues to step up their efforts to provide seamless integration between brick and mortar and online.

With the click of a button in Shopify, all information can be accurately managed in a single location, eliminating the need to duplicate data.

RLM Partner and Vice President of Product Development Rick Lynn explained the way the Shopify-RLM integration works. "As customers place orders within Shopify, they are retrieved and flow through **RLM's** sophisticated inventory management system so the order can be fulfilled. This capability provides a complete inventory view of all channels and keeps Shopify and RLM in sync.

Additionally, **RLM's e-Commerce** reporting shows how products are selling across all channels. Fashion houses will not only know which styles are best sellers, but also which colors sell best both online and in stores. This is invaluable insight for marketing and sales. Our partnership with Shopify offers our clients an opportunity to reach online customers using this seamless integration tool."

It has been well-documented that the most common form of e-Commerce is online shopping. The B2C industry has shown steady growth in the last decade and recent studies indicate that online shopping behavior is set to soar in the next few years.

The many benefits to opening an online store include lower start up costs. Rent, utilities, property tax, and insurance alone can amount to thousands of dollars. Another is that online changes in products and pricing can be quickly and easily made and updated.

Two additional advantages are the number of potential customers that can be reached and the measured results online marketing and SEO offers.

RLM Apparel Software's partnership with Shopify, along with other e-Commerce software solutions, provides customers with a platform for establishing and implementing an all-important online presence. **RLM's** investment in e-commerce integration is a multichannel approach to sales providing the customer with a seamless shopping experience whether it's online, by telephone or in a brick and mortar store.

About Shopify (www.shopify.com) Nearly a decade ago we started an online store to sell snowboard equipment directly to those who loved the sport as much as us.

We could have listed our products on a number of marketplaces, but we wanted to own our brand and build relationships with our customers, along with selling our goods. Such a tool didn't exist, so we built



it for ourselves. We soon realized a number of other stores were in need of a hassle-free platform to build their retail business, and Shopify was born.

We focus on making commerce better for everyone, so businesses can focus on what they do best: building and selling their products. Today, merchants use our platform to manage every aspect of their business — from products to orders to customers, selling online, in retail stores, and on the go.

About RLM Apparel Software Systems

RLM Apparel Software is a leading provider of modular, end-to-end business software solutions designed specifically to address the needs of global fashion retailers, brands, and manufacturers. Over its 36-year history, RLM has enabled many of the largest and most innovative apparel, footwear, accessories, and related companies to reach their full potential by accelerating performance, increasing efficiency, reducing costs, and streamlining business processes across the entire concept-to-consumer product lifecycle.

RLM's category-spanning enterprise software solutions comprise capabilities typically found separately in enterprise resource planning (ERP), product lifecycle management (PLM), supply chain management (SCM), warehouse management systems (WMS), sales force automation (SFA), and e-commerce systems (B2B/B2C). RLM solutions are available in either a traditional on premise deployment or as a hosted cloud subscription model.

RLM clients include Alexander Wang, Blowfish Malibu, Donna Karan, Halston, John Varvatos, Jordache Enterprises, Magaschoni, Michael Kors, The Row, US Polo Association, and other leading apparel, footwear, and accessories companies. For more information, visit <http://www.ronlynn.com>.

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