

# David Yurman Selects QAD To Make Its Worldwide Manufacturing Operations Sparkle

[MFG/PRO eB2 and QAD eQ to Support Luxury Jewelry Manufacturer's Plans for Expansion](#)

QAD (NASDAQ: QADI), a leading provider of collaborative commerce solutions for manufacturers, today announced that David Yurman, the leading U.S. luxury jewelry brand, has selected MFG/PRO eB2 to serve as its enterprise platform for more effective manufacturing and distribution operations and QAD eQ for streamlined, intelligent order management. With MFG/PRO eB2 and QAD eQ, David Yurman can use real-time, accurate information to achieve operational efficiencies, improve collaboration with suppliers and major retail customers, and support the company's future expansion.

David Yurman was established in 1979 and quickly achieved its status as America's leading luxury jewelry brand through a signature blend of sculptural design and fine craftsmanship in precious and semi-precious materials. To accommodate and support its aggressive growth strategy calling for an extension of its product lines and expansion of its retail presence, David Yurman sought an enterprise solution that could improve operations across the entire global manufacturing lifecycle -- from the procurement of raw materials through the fulfillment of personalized orders that reflect the preferences of retailers' local clientele.

"Discriminating collectors of David Yurman jewelry expect excellence from retailers, who, in turn, expect us to be an exceptional business partner," said David Minster, chief information officer at David Yurman. "QAD offered us a world-class solution that could deliver value quickly, while also providing the extensibility and flexibility we require to support our growth and plans for the future. QAD understands the special requirements of global manufacturers like David Yurman and with eB2 and eQ, we gain a stable foundation for cost-effective manufacturing today and in the future."

The luxury jewelry producer will use MFG/PRO eB2 and QAD eQ to capture and use real-time data to automate and streamline sales order management and analysis, procurement, production planning and execution, quality management, and distribution logistics. The QAD solutions also offer David Yurman supplier and customer collaboration capabilities, crucial for a business in which styles are introduced or discontinued throughout the year, accurate order commitments are crucial to seasonal business, and business operations may require production to-stock, to-order or for consignment, as well as support for foreign currencies.

"David Yurman is a brand new customer for QAD and we were able to win them after a long and highly competitive sales process because of our ability to deliver the functionality they required at a low total cost of ownership," said Pamela Lopker, QAD president and chairman of the board. "We are passionate about manufacturing and are delivering the solutions that global manufacturers like David Yurman want today. Whether we're helping manufacture jewelry or automobiles, QAD's solutions build on the latest thinking in manufacturing theory and draw upon the 23 years' experience we've gained helping global manufacturers streamline and automate their businesses."

In addition to the core MFG/PRO eB2 suite and QAD eQ, David Yurman will implement modules for work-in-process inventory management, service and support, and private trading exchange functions. Planning and scheduling features built into the applications will enable the company to improve work synchronization and resource allocation, while features such as automatic transfer of data and "drag-and-drop" manipulation of production details minimize potential for error and maximize predictability. Ultimately, the QAD solution will help David Yurman enhance its responsiveness to changing business conditions, central to its plans for expansion.

## About David Yurman

David Yurman was established in 1979 and quickly achieved its status as America's leading luxury jewelry brand through a signature blend of sculptural design and fine craftsmanship in precious and semi-precious materials. Major retailers -- including Neiman Marcus, Saks Fifth Avenue and Carlyle and Co. -- carry David Yurman's gold, silver, men's and timepiece collections, which also are available at the Madison Avenue flagship store and a second boutique in Costa Mesa, California.

## About QAD

QAD delivers value through collaborative commerce for manufacturers, empowering enterprises to integrate diverse business processes and increase profitability. Manufacturers of automotive, food and beverage, consumer, electronics, industrial and medical products use QAD applications at more

than 5,400 licensed sites in more than 80 countries and in as many as 26 languages. For more information about QAD, telephone +1 805 684 6614, or visit the QAD web site at: [www.qad.com](http://www.qad.com). To receive any of QAD's press releases via facsimile, contact +1 800 356 0747, or outside the U.S. contact +1 213 253 5647.

"QAD" and "MFG/PRO" are registered trademarks, and "QAD eQ" is a trademark, of QAD Inc.

Note to Investors: This press release contains certain forward-looking statements made under the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. A number of risks and uncertainties could cause actual results to differ materially from those in the forward-looking statements. These risks include, but are not limited to, evolving demand for the company's software products and products that operate with the company's products, the publication of opinions by industry analysts about the company, its products and technology, the entry of new competitors and their technological advances, delays in localizing the company's products for new markets, delays in sales as a result of lengthy sales cycles; changes in operating expenses, pricing, timing of new product releases, the method of product distribution or product mix; and general economic factors. In addition, revenue and earnings in the enterprise resource planning (ERP), e-business and collaborative commerce software industries are subject to fluctuations and the growth rates recently experienced by the company do not necessarily represent future operating results. Investors should not use any one quarter's results as a benchmark for future growth. For a more detailed description of the risk factors associated with the company and the enterprise resource planning industry, please refer to the company's Annual Report on Form 10-K for the fiscal year ended January 31, 2001.