

Leading Apparel Company Acquires Microsoft Technology

Folded & Hung is going beyond trendsetting ensembles and revolutionary fashion ideas. In a move to further grow its foothold in the local fashion retail market, Folded & Hung has recently signed an agreement with Infsoft International Solutions Inc., a Microsoft Certified Partner for Business Solutions to acquire Microsoft Dynamics Retail Management System (RMS).

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables individuals and organizations to make business decisions with greater confidence. It works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve, so users will be able to get the system up and running quickly. Microsoft Dynamics is built to work easily with existing systems a company has already implemented.

Folded & Hung enjoyed a significant growth in their business last year. It currently has 41 branches, with franchises nationwide. Along with this success came a need and an opportunity to explore available resources that would help the company sustain its gains.

“We needed a system that will allow us to consolidate our data seamlessly and eliminate the manual synchronization of data, which is very tedious for our manpower. With the new system, we would be able to monitor storewide operations with the data from the different branches, in the head office,” shared Jojo Sta. Agueda, IT Manager, Folded & Hung.

With the help of Infsoft International Solutions Inc., store managers from the F&H head office will be trained to use Microsoft Dynamics.

“We are optimistic about acquiring Microsoft Dynamics because this offers us more opportunity to analyze business issues and sales reports on the first day of the software implementation and not technical issues anymore.



Photo caption: Executives from Microsoft, Folded & Hung, and Infsoft International Solutions sign a memorandum of agreement during the kick-off of F&H's deployment of Microsoft Dynamics Retail Management System (RMS). They are (seated from left) Feliciano V. Pineda II, Chief Financial Officer, Folded & Hung; Joris Spanhoff, Chief Executive Officer, Infsoft International Solutions Inc. (standing from left) Fortune Magsadia, Business Development Manager, Microsoft Philippines; Jojo Sta. Agueda, I.T Manager, Folded & Hung; Lyn Cruzana, Chief Operating Officer; Ann Vilorio, Marketing Officer, Infsoft International Solutions Inc.; Ferdinand Joson, General Manager, Folded & Hung; Erwyn Recuenco, Senior Solutions Consultant and Dennis de Jesus, Consulting Manager, both from Infsoft International Solutions Inc.

This will definitely increase the productivity of all our employees from the branches from those in the head office,” enthused Sta. Agueda.

Microsoft Dynamics is designed to meet the specific business management needs of project, service, and distribution-driven organizations. It is ideal for small and midsize companies that need to integrate with other systems and serve customers better.

“Microsoft Dynamics offers businesses solutions that are highly customizable to a company’s needs.

This new acquisition will deliver the robust IT system that Folded & Hung requires to complement the industry-leading services and products they provide,” said Lyn Reyes, Partner Engagement Manager, Microsoft Philippines.

F&H has been a staple in the apparel industry for eight years now, and it has continued to innovate on its designs and store image. The company’s vision of redefining everyday fashion and its newly acquired Microsoft business solution is a clear sign that F&H has no plans of simply going with the flow.