



# Customer Spotlight

## Retail

### Benefits

**Providing improved customer service and merchandising to analyzing market potential and gaining better understanding of customer buying behaviors.**

**Helps answer questions including these:**

**How do buying trends compare across geographies?**

**How do I increase consumer spending?**

**What effect does a price change have on sales of a new product?**

**Am I spending my marketing dollars in the most profitable geographic areas?**

### Client

One of the world's largest apparel companies. For more than 100 years, the company has grown by offering consumer's high-quality and high value branded apparel building a portfolio of respected brand names that include: Lee, Wrangler, North Face, Vans, Reef and Vanity Fair. These leading brands span virtually every channel of distribution to stores like Wal-Mart, Nordstrom, Sears, Kohl's and many others.

### Business Challenge

The company wanted to become an acknowledged world leader in the "localization of merchandising". To do this, they required detailed intelligence merchandising, sales and marketing of products to retail partners and consumers – placing the right product, at the right place, at the right time. To help them to successfully accomplish this, the company chose Scenario System's Geographic Business Intelligence platform. Scenario Systems geospatial solution successfully tracks over 10,000 retailer locations, more than 100,000 SKU's, 200 lifestyle variables, and the buying preferences of the unique customer base store by store.

### Value Delivered

Scenario Systems enabled their client to appropriately match products to consumers store by store based on simultaneous analyses of each store's POS data and demographic information. Other key considerations for selecting Scenario Systems included:

- Integrated easily with existing applications.
- Ability to import store level POS data in just minutes.
- Accurate geocoding technology.
- Easy-to-use.

### Results

The implementation led to:

- Successful tracking of 10,000 retailer locations, more than 100,000 SKU's and 200 lifestyle variables for every store.
- Expanded the number of users from less than 5 to 25.
- More than 50% savings in marketing information costs
- Increased sales and profits for both the client and their retailer



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