Implementation of JDA Allocation addresses Omni-Channel Allocation needs during rapid expansion period

Challenge
As vineyard vines continued its aggressive growth strategy opening multiple stores in a tight time period, the retailer needed to implement an integrated allocation system to work with the current JDA install base. The company implemented Omni-Channel functionality in December of 2012. Since the implementation, Omni-Channel had put a strain on the allocation portion of the supply chain. The rapid growth of the company, coupled with the diverse fulfillment methods, mandated special requirements within the allocation system.

Working closely with the vineyard vines team to understand the company’s allocation strategy, RPE developed an IT plan to support the allocation implementation. Key issues to be addressed focused on:

- Improving In-Stock Rate
- Utilizing metrics for Omni-Channel demand
- Reducing Markdowns
- Reducing Transfer Expense
- Utilizing Integrated Data within current JDA Install Base
- Utilizing Like Store Support
- Integrating models, grades and product restrictions
- Utilizing location restrictions

Solutions
- JDA Merchandise Management Solution
- JDA Merchandise Performance Analysis
- JDA Point of Sale
- JDA Retail IDEAS
- JDA Customer Relationship Management
- JDA Allocation

“JDA Allocation was the fifth JDA application implemented by RPE at vineyard vines. Since we first met RPE in June 2009, they have been an instrumental partner and team player guiding and assisting us during an aggressive growth period.”

Lynette Fitzpatrick
VP of Planning and Allocation
vineyard vines
Solution
JDA Allocation was chosen as it best addressed vineyard vines’ requirements and needs. The JDA Allocation solution contained the necessary functionality to achieve the goals set by the vineyard vines team. All key issues were addressed and implemented in record time within the JDA Allocation system, and was the fifth JDA application implemented by RPE at vineyard vines. JDA Allocation, as well as the other JDA applications, are hosted by RPE.

Benefits
JDA Allocation was integrated in one of the first true Omni-Channel environments where actual demand, regardless of channel, for the store is used to properly allocate product. Vineyard vines utilizes the RPE hosting and JDA Allocation system to:
- Provide day-to-day hardware, connectivity, server and software support handled through the SaaS model with 24/7/365 RPE support
- Enable accurate, store-specific allocations based on levels of Omni-Channel demand and historical performance data
- Determine color and size history Omni-Channel demand by store in all allocation decisions impacting future buys of merchandise for quantities, color and sizes
- Develop variables and allocation methods utilizing store and product attributes

Cliff Epstein
President
RPE

“JDA Allocation was integrated in one of the first true Omni-Channel environments where actual demand, regardless of channel, for the store is used to properly allocate product. Vineyard vines continues to push the envelope in trend-leading technology.”

About
Since 1999, RPE has been specializing in strategic, functional and technical consulting to deliver innovative retail merchandising and supply chain solutions including business process improvement, package selection, strategic IT planning and systems implementation. Areas of expertise include most leading software and hardware solutions delivered by a dedicated and highly skilled team of experts. RPE also provides cloud computing services including hosting, Software as a Service and managed services.