



Leaders in Retail Consulting



Best Partner Project



Creating an omni-channel shopping experience while keeping up with an aggressive growth plan

To keep pace with rapid sales growth and the opening of new stores, vineyard vines needed to implement an IT platform throughout its portfolio of stores to replace a homegrown legacy system that lacked the functionality to foster new store growth. The company was founded as a wholesale business and entered into retail in 2010 requiring an IT infrastructure to support the new business model. It was critical that systems did not hinder how quickly stores could be opened. RPE and JDA consulted closely with the vineyard vines team to understand the company's retail growth strategy and developed an IT plan. Key areas to address included:

- Developing repeatable routine processes to support growth plans to open new stores in weeks instead of months
- Driving inventory optimization
- Creating an omni-channel customer experience



vineyard vines®

Customer Name

vineyard vines

Headquarters

Stamford, CT

Description

vineyard vines®, a company best known for its whimsical neckties and smiling pink whale logo, was founded in 1998 on Martha's Vineyard when brothers Shep and Ian Murray cut their ties with corporate America to start making ties that represented the Good Life. In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialty and department stores worldwide, through a seasonal catalog, online and at over seventy freestanding stores.

Solutions

- JDA MMS
- JDA Merchandise Performance Analysis
- JDA Retail IDEAS
- JDA Customer Relationship Management
- JDA Point of Sale
- JDA Allocation
- JDA Planning



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Seven Applications in Six Years

RPE started with the implementation of JDA MMS, Business Intelligence and POS in 2010 and continuously rolled out additional applications during the next six years. JDA Planning is the latest project being rolled out in 2016.

Throughout this timespan, vineyard vines, RPE and JDA established a strong working team committed to the strategy and growth plans. From 6 stores to nearly 70 stores and growing, systems enabled vineyard vines to grown at a rapid rate.

The team has been able to overcome challenges and experience incredible successes. The vineyard vines, RPE and JDA story is not just about one application implementation. It's about seven application implementations spanning six years and an approach focused on collaboration, partnerships and trust.

Mastering the Art of Allocation

Once the company implemented omni-channel functionality, there was 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. New areas to address included:

- Improving in-stock rate
- Improving inventory optimization
- Enabling accurate, store-specific allocations based on levels of omni-channel demand and historical performance data
- Determine color and size history demand by store in all allocation decisions impacting future merchandise buys

Optimizing allocation to maximize sales plays a large part in the company's success. vineyard vines has become masters at allocation. From specialty wear for key events such as the Kentucky Derby and America's Cup to ties to support MLB and NFL teams, vineyard vines is delivering to the customers what they want, when they want it and what channel they want to purchase the product.

“ As a result of this long-term and trusted partnership, vineyard vines delivers exactly what the customer wants, when they want it, and by their preferred channel, making for the ideal customer experience. vineyard vines continues to push the envelope in trend-leading technology. ”

*Rob Henneke,
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Contact

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About RPE

In today's changing retail landscape, RPE consultants and IT solutions experts utilize years of experience to help retailers improve the customer engagement, increase sales and improve profitability. A leading retail consulting firm established in 1999, RPE's innovative services include business process improvement, package selection, strategic IT planning and systems implementation. A secure Data Center provides cloud hosting, systems management and disaster recovery. Working in partnership with JDA Software, Jesta I.S., Multidev, IBM and most leading software and hardware providers, solutions include PLM, Sourcing and Demand, Merchandising, Planning, Allocation, Replenishment, Dom, DC Management, Business Intelligence, Mobile, Clienteling and Point of Sale. Visit www.rpesolutions.com.