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## Best Partner Project



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 at hundreds of 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

## 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

## Seven Applications

RPE started with the implementation of JDA MMS, Business Intelligence and POS in 2010 and continuously rolled out additional applications. Throughout the timespan, vineyard vines and RPE established a strong working team committed to the strategy and growth plans. From 6 stores to a few hundred, systems enabled vineyard vines to grow 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 focused on collaboration, partnerships and trust.

## Mastering the Art of Allocation

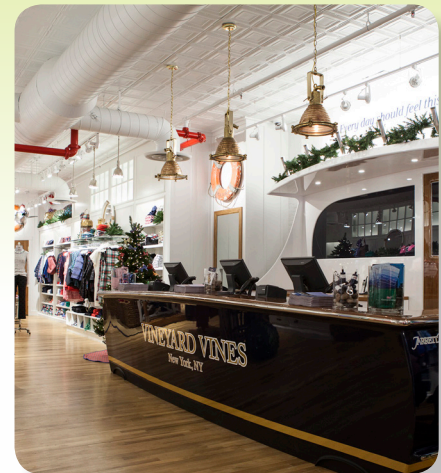
Once the company implemented omni-channel functionality, there was a strain on the allocation portion of the supply chain. The rapid growth of the company, coupled with the diverse fulfillment methods, mandated special requirements within the allocation system. New areas to address included:

- 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,  
President and CEO  
RPE*



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### 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 hosting, system management and backup and recovery services.