

# An Iconic Brand: Getting Ready for the Next 200 Years



## Brooks Brothers Finds JDA to be the Perfect Fit to Streamline Business Processes and Improve Performance and Efficiency

### Brooks Brothers Fast Facts

**Industry**  
Apparel Retailer

**Headquarters**  
New York, New York

**Description**  
Brooks Brothers, a division of Retail Brand Alliance, is one of America's oldest retailers specializing in men's suits and outerwear, as well as women's apparel.

**Revenues**  
\$1.4 billion

**Number of Employees**  
14,000

*"With the JDA replenishment solution, we can position the right inventory in the right locations to drive sales, maximize inventory investment, and optimize service for our customers – which is what is most important to us."*

**- Linda Rooney,  
vice president of planning and allocation,  
Brooks Brothers**



### Business Challenge

In an effort to reduce its inventory investment while keeping its shelves and distribution centers stocked with the right merchandise, Brooks Brothers sought a new solution that would enable it to meet these business objectives. A critical feature the solution would need to offer was the ability to improve size selling and more efficient fill-in to stores.

### Business Solutions

- JDA® Advanced Store Replenishment
- JDA® Advanced Warehouse Replenishment
- JDA® Allocation

### Business Benefits

- An increase in forecast accuracy at both the store and warehouse levels
- Ability to generate allocations based on advanced shipping notices and predetermined assortment plans
- Enhanced ability to meet customer expectations and drive brand loyalty and sales
- Improved collaboration with vendors to achieve synchronization of store demand and manufacturing planning

### Quantifiable Benefits

- A 20 percent reduction in weeks of supply
- An improvement in service levels of 10 percentage points

As the country's oldest clothing retailer and the first to offer ready-to-wear fashion apparel, Brooks Brothers has become an institution that has helped to define American style through innovation, quality, value and legendary customer service. The iconic retailer first opened its doors in the heart of New York City in 1818. Expansion came slowly, though by the late 1960s, stores had been opened in many major cities, including Chicago, Boston, San Francisco, Los Angeles, Atlanta and Washington, D.C. In addition to the ready-to-wear suit and the iconic polo button-down collar shirt, Brooks Brothers has been behind many fashion innovations over the last two centuries, including the introduction of the Shetland sweater, the polo coat, seersucker and madras fabrics for leisure wear, and most recently the non-iron shirt. Brooks Brothers' customer base is varied and ranges from a majority of the nation's presidents to actors, authors and those seeking timeless and classic style.

A division of Retail Brand Alliance since 2001, Brooks Brothers today operates over 200 retail and outlet stores throughout the United States in addition to 20 airport locations. Beginning with its expansion into Japan in 1979, the retailer has more than 100 stores in 11 countries that include Chile, China, Japan, Italy and the United Kingdom.

## Generating Allocations at the Size Level

A driving force behind Brooks Brothers' success is offering continuity of products that customers want and having preferred sizes readily available. In an effort to reduce its inventory investment while keeping its shelves and distribution centers stocked with the right merchandise, Brooks Brothers sought a new solution that would enable it to meet these business objectives. A critical feature the solution would need to offer was the ability to improve size selling and more efficient fill-in to stores.

"Our legacy system was limited in producing store-specific allocations at the size level," said Linda Rooney, vice president of planning and allocation, Brooks Brothers. "When we started to investigate new technology, we knew we wanted a solution that would allow us to



generate allocations at store-specific size levels, as well as leverage sales history for the total business."

As a long-time JDA user, Brooks Brothers installed JDA® Allocation in 2008 to replace its legacy system, which was implemented as a component of a multi-year IT project to upgrade its demand planning solution. It complemented the company's suite of Merchandising and Replenishment & Fulfillment systems from JDA. "We chose JDA because it offered the most comprehensive solution on the market for demand planning," Rooney added.

## Achieving Tremendous Benefits

Brooks Brothers is able to generate allocations based on advanced shipping notices and predetermined assortment plans, as well as respond to current demand with



the support of JDA Allocation. The solution enhances and translates consumer insights and demand into the right mix of products for each store, enabling Brooks Brothers to better meet customer expectations and drive brand loyalty and sales.

"The benefits we're realizing with the use of JDA Allocation are tremendous," according to Jon Westergreen, director of store planning, Brooks Brothers. "We've achieved a significant increase in efficiency, and our size-level allocations have improved greatly. We are able to allocate ship-backs to the size level within a day's time, compared to taking several days previously at the style level. That's a significant improvement in turn-around time for the stores and a huge benefit for Brooks Brothers' customers."

## Optimizing Enterprise-Wide Business Processes

Over the years, Brooks Brothers has licensed multiple solutions from JDA's Merchandising suite, including JDA® Merchandise Management System and JDA® Performance Analysis to monitor all planning activities, manage inventory, drive profitable replenishment and optimize the merchandise management process.

Brooks Brothers leverages the JDA® Advanced Warehouse Replenishment (AWR) and JDA® Advanced Store Replenishment (ASR) solutions for their proven forecasting and inventory optimization capabilities. AWR and ASR have created a robust supply chain for Brooks Brothers by enabling collaboration with vendors to achieve synchronization of store demand and manufacturing planning. It has enabled better product flow to its distribution center and better replenishment to the stores. As a result, the apparel retailer has reported a 20 percent reduction in weeks of supply, an improvement in service levels of 10 percentage points, and an increase in forecast accuracy at both the store and warehouse levels. For this apparel icon, inventory optimization is imperative to the emphasis Brooks Brothers places on customer satisfaction, which the company considers to be its competitive differentiator.



“With JDA’s replenishment solutions, we can position the right inventory in the right locations to drive sales, maximize inventory investment and optimize service for our customers – which is what is most important to us,” Rooney noted.

### Leveraging Services to Drive ROI

Throughout all of the JDA software implementations and upgrades over the last several years, Brooks Brothers has consistently leveraged the support and expertise offered by JDA Services to ensure that it is applying best practices, extracting the full potential from its JDA solutions and driving maximum value as the company evolves.

“In addition to the excellent working relationships we have with JDA Services on previous implementations, we find great value not only in the team’s experience with the solutions but their extensive retail knowledge as well,” Rooney said. “The JDA

Services team is able to bring best practices and methodologies to the table, which the company has learned from working with other retailers. From a business perspective, JDA partners with us to ensure we meet our business objectives and achieve a return on investment.”

Most recently, JDA Consulting – part of the JDA Services offering – collaborated with Brooks Brothers to implement and integrate JDA Allocation with its existing channel planning and warehouse management systems without any interruptions to the business.

“With the support of the JDA Consulting team, we experienced a smooth transition with the installation of JDA Allocation,” Rooney added. “As a result, we’ve improved allocation workflow, user efficiency and created visibility throughout the organization. The consultants did an excellent job of transferring their knowledge to our users, who will be able to continue to achieve additional business benefits over time.”

### Looking to the Future

The company will continue to utilize JDA Services for upcoming projects, which include the installation of JDA® Size Scaling to leverage historical size selling into better size-pack optimization, further enhancing stores’ size needs, as well as its eventual migration to JDA’s next-generation Enterprise Planning solution. JDA Services also supported Brooks Brothers with its entry into Canada. With a multi-phased plan to open stores in Vancouver and Toronto in the next two years, the apparel retailer wanted to leverage

JDA’s Merchandise Management System’s multi-currency functionality. The JDA Services team evaluated and made enhancements to Brooks Brothers’ current system to ensure a smooth rollout in the retailer’s newest stores.

Rooney commented, “Not only is the JDA Services team technically capable and business savvy, but the people we work with also have a very intimate understanding of what we’ve built at Brooks Brothers over the years. They understand the goals we’re trying to achieve to ensure an excellent experience each time a customer shops our stores.”

### About JDA Software Group, Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS), The Supply Chain Company®, is a leading global provider of innovative supply chain management, merchandising and pricing excellence solutions. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®. JDA’s multiple service options provide customers with flexible configurations, rapid time-to-value, lower total cost of ownership and 24/7 functional and technical support and expertise. To learn more, visit [www.jda.com](http://www.jda.com) or e-mail [info@jda.com](mailto:info@jda.com).

WEB	AMERICAS	EUROPE	ASIA PACIFIC		
www.jda.com EMAIL info@jda.com	US	UK & Northern Europe	Singapore	Japan	Bangalore
	+1 800 479 7382	+44 (0) 1344 354500	+65 6305 4350	+81 3 6418 1100	+91 80 4120 8506
	Canada & Latin America	France & Southern Europe	Australia	China	Mumbai
	+1 480 308 3555	+33 (0) 1 56 79 27 00	+61 2 8912 7900	+86 21 2327 9400	+91 22 6770 3343

