



# A Tailored Supply Chain



Casual Male Retail Group Estimates \$5 Million in Annual Savings with the Help of JDA Software

## Casual Male Retail Group Inc. Fast Facts

**Industry**  
Apparel Retailer

**Headquarters**  
Canton, Massachusetts

**Description**  
Casual Male Retail Group Inc. is the nation's largest specialty retailer of big and tall men's apparel and sportswear.

**Revenues**  
\$464 million

**Number of Employees**  
3,100

*"JDA gives us a modernized architecture that is helping us save time, support our growth and control inventory costs throughout our complex, multi-channel supply chain."*

- Dennis Herreich,  
executive vice president, chief operating officer and chief financial officer,  
Casual Male Retail Group Inc.



## Business Challenge

To support its strategic initiatives and corporate transformation, Casual Male Retail Group Inc. sought advanced technology to support its growth and control inventory costs throughout its complex, multi-channel supply chain.

## Business Solutions

- JDA® Advanced Store Replenishment
- JDA® Advanced Warehouse Replenishment
- JDA® Allocation
- JDA® Enterprise Knowledge Base
- JDA® Merchandise Management System (MMS)
- JDA® Performance Analysis

## Business Benefits

- Expedited shipping and receiving of merchandise pre-packs
- Can more accurately plan assortments, analyze product and store performance, and re-forecast as needed to meet sales goals
- Optimized inventory management
- Maximized sales potential in each market

## Quantifiable Benefit

- Achieved an estimated savings of \$5 million in operating costs

Casual Male Retail Group Inc. took on a transformation as big and tall as the clothing that it sells. A key aspect of Casual Male's strategic initiative was a \$15-million technology overhaul that included the implementation of several JDA solutions. With the help of JDA, Casual Male, the nation's largest specialty retailer of big and tall men's apparel and sportswear, estimates an annual savings of \$5 million in operating costs.

"JDA gives us a modernized architecture that is helping us save time, support our growth and control inventory costs throughout our complex, multi-channel supply chain," stated Dennis Hernreich, Casual Male's executive vice president, chief operating officer and chief financial officer.

### Turning Trucks in One Hour Using JDA Pre-Pack Functionality

To help enable its business transformation, Casual Male implemented JDA® Merchandise Management System (MMS), JDA® Enterprise Knowledge Base, JDA® Allocation, JDA® Performance Analysis, JDA® Advanced Store Replenishment and JDA® Advanced Warehouse Replenishment software solutions.

Carrying three times the number of sizes per style than any other men's apparel chain, one of Casual Male's key requirements was to expedite shipping and receiving of merchandise pre-packs. With JDA's solutions working in tandem with Manhattan Associates' Warehouse Management solution, Casual Male can now turn a truck load in a little over an hour compared to the two or three days is used to take.

Another key component of Casual Male's transformation was a \$3.5-million

marketing campaign featuring former heavyweight boxing champion George Foreman. Since promoting Foreman in the "Get Into Your Comfort Zone" advertising campaign, sales of the George Foreman clothing line accounted for 15 percent of the business. Sales of the apparel retailer's waist-relaxer pants increased by 50 percent while sales of Casual Male's polo shirts increased threefold when it became part of the George Foreman Comfort Zone collection.

Commenting on other early benefits, Hernreich stated, "We can more accurately plan assortments, analyze product and store performance on a daily or weekly basis, as well as re-forecast as needed to meet our sales goals. Simply stated, managing our business with the help of JDA's solutions is much easier and we're making better decisions than we did in the past."

While complex IT projects of this magnitude could easily fall off course, Casual Male's unwavering commitment to the JDA implementation project has resulted in immediate bottom-line benefits and an advanced IT foundation to support the company's transformation.

### Targeting Localized Customer Needs

Casual Male is planning the next phase of its JDA implementation to better address localized customer demands.

"The only thing that our customers have in common is that they are big and tall. As we embark on the next phase of our JDA implementation project, we'll take advantage of JDA's advanced capabilities, such as channel clustering, to optimize inventory in our stores and maximize the sales potential in each market," added Hernreich.



The retailer also plans to implement additional JDA solutions for assortment planning, demand planning and seasonal planning. These solutions will enable Casual Male to better manage its lifestyle merchandising requirements for its varied customer base serviced by almost 500 stores nationwide alongside its direct-to-consumer catalog and Web channels.

### About JDA Software Group, Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS), The Supply Chain Company®, is the leading provider of innovative supply chain management, merchandising and pricing excellence solutions worldwide. 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).

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