

rue21.



rue21: Making Store Transfers More Stylish



**To find out more or request a demo
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The Solution

With the fast-moving demands of their customers, rue21 had to ensure they had the right tools in the hands of the associates to make a great customer experience. With over 2,000 mobile apple devices it was of paramount importance that the chosen solution was robust and highly scalable.

Implementing **Island Pacific SmartStore** allows users to create stock transfers between stores and track the stock movement in real time. Island Pacific SmartStore also provides real time updates, at head office, of transfers, while the stores have visibility of what is in transit. In this way, inventory updates are predictable, enabling improved planning and free the associates for better customer service.

The Island Pacific SmartStore application was installed on an Apple iPod Touch with a Linea pro sled for barcode scanning. By allowing associates to take the scanner to the relevant item to be transferred, the whole process was streamlined.

In the first six months of the implementation, scanners were rolled out at the rate of one or two per store, with some stores having up to four scanners to complete the transfers. To date Island Pacific SmartStore has been rolled out to over 1000 stores, with over 2000 mobile devices live.

“rue21 was presented with an opportunity to rethink how shipment was handled in our stores. Island Pacific stepped up to the challenge with the SmartStore tool which enabled rue21 associates to take the device to the task with Island Pacific’s mobile inventory option.”

Mike Holland, SVP CIO, rue21

The Challenge

A SOLUTION WITH CUSTOMER FOCUS

rue21 wanted to improve the customer service of their stores and have the cash wrap focused around taking care of the customer. There were too many tasks taking place at the cash wrap because the register was the only place to process shipment.

As part of its continual quest for new ways of delivering outstanding customer experience, rue21 talked to Island Pacific, with whom it had a relationship stretching back over a decade.

Summary of Results

The Island Pacific solution quickly demonstrated return on investment:

Highly scalable solution

1000 Rolled out to over 1000 stores

2000 Over 2000 mobile devices



The Business Benefits to rue21

Real time information: The introduction of the Island Pacific SmartStore solution provides a real time update of transfers at head office; meanwhile, because the stores can see what is in transit and what will be arriving, they can plan for it and view the effects in real time.

Enhanced stock mobility: Staff no longer have to find the item and take it to the POS system; now, they simply take the scanner to the item or task, obtain the necessary information and execute the necessary action instantly. This improves customer service and stock information.

Easy adoption: Use of mobile technology on an iOS device allowed for easier training and adoption by rue21 associates.

About rue21

Fashion plays an important role in the journey to self-discovery. Choose a style, make it your own. You're an individual, and you need fresh, feel-good pieces that let you totally own it. That's why we work to make the latest trends affordable and available to anyone. Our mission is to make fashion everyone's playground.

rue21 is the largest fast-fashion growth retailer in the nation.

Headquartered just north of Pittsburgh, PA, we have over 1,100 stores in 48 states in shopping malls, outlets and strip centers. By working directly with the market, we can react instantly to produce new trends and must-have styles that don't exist anywhere else.

We're young, fun and fresh. We're energetic and playful. We believe in changing things up while staying true to yourself. And we're passionate about giving you a voice and the right to express yourself the way you want. It's why we never stand still.

The freedom to be you is rue.

About Island Pacific

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. As a result, Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

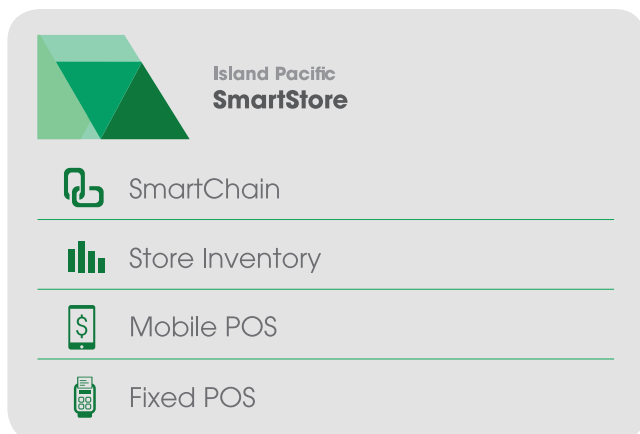
Island Pacific, a division of 3Q Holdings Limited (www.threeq.com.au) was founded in 1978. The company is headquartered in Santa Ana, California, and has offices in the United States, the United Kingdom, Australia and New Zealand.

Island Pacific SmartStore

Overview

Island Pacific SmartStore is the next generation in point of sale software applications, and has been designed so that sales associates have the flexibility to provide excellent customer service wherever they are in store. The application provides full historical transparency to customer purchases and associated transactions. With Island Pacific SmartStore being available in both fixed and mobile point of sale, associates can now check stock availability in real time, manage returns, and carry out stock transfers store-to-store – anywhere on the shop floor.

Meanwhile, management can centralise and roll out procedures from the head office, and track customer transaction history to help customise the individual retail experience. A functionally rich application, Island Pacific SmartStore is customisable, meaning you can decide which of the key features best meet your business requirements and strategy. It can be fully integrated with the Island Pacific SmartSuite solution, or with your existing systems. For a demo, or to find how Island Pacific SmartStore can benefit you, contact us today.



Benefits

- ▼ **Functionality:** Rich point of sale application available on a fixed or mobile device
- ▼ **Fully Integrated:** Island Pacific SmartStore fully integrates with other Island Pacific solutions or can be integrated to a retailer's existing systems
- ▼ **Customer focused and mobile ready:** Providing a unified experience for customers and personnel, sales associates can access information anywhere in store
- ▼ **Customisable:** Pick and choose the elements that most benefit your business
- ▼ **Consistent look and feel:** Both the mobile and fixed point of sale interface have the same look and feel, providing a coherent and integrated experience
- ▼ **Up-sell:** Access customer transaction history in real time, to support up-sell and cross-sell opportunities
- ▼ **Streamline procedures:** Track stock, carry out product enquiries, check customer history and manage returns and transactions, all on one system
- ▼ **Eliminate queuing:** Reduce or eliminate customer queuing time in store by carrying out transactions on the move

Features

- ▼ **Island Pacific SmartStore:** For maximum flexibility, staff can access point of sale both from a fixed location or on a mobile device
- ▼ **Island Pacific SmartStore Inventory:** Manage and verify stock, with full visibility of communications between merchandising and in store operations including receiving, transfers, stock counts and many more features
- ▼ **Island Pacific SmartOmni:** Centralised, real-time orchestration of cross channel customer orders and endless aisle order fulfilment
- ▼ **Island Pacific SmartChain:** Administer SmartStore settings and operational parameters from a central location, deploying to all/any store devices at the tap of a button
- ▼ **Island Pacific SmartGiftCard:** Track gift card redemptions and customer transaction history across all sales channels within the business
- ▼ **Full customer transactional history**