

rue21



rue21 Case Study



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rue21: Simplifies store operations with Markdown App from Island Pacific SmartStore

Island Pacific US

Island Pacific which is a division of 3Q Holdings Limited, and a leading provider of global software solutions and services to the retail industry, supported the deployment of the Island Pacific SmartStore Markdown App across 750 stores and 1500 mobile devices at rue21.

rue21 is headquartered just north of Pittsburgh, PA, with over 750 stores in 48 states in shopping malls, outlets and strip malls. By working directly with the market, they are known for reacting instantly to markets and creating new trends and must-have styles that don't exist elsewhere.

**Jon McCune, rue21 Vice President
of Information Technology for Omni
Channel Systems**

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We are always looking to improve the efficiency and accuracy of our processes through the use of technology. The key requirement was a simple mobile solution which could be used in multiple stores across multiple devices, providing a guide to the store staff which showed which items were eligible for markdowns in real time. The Island Pacific SmartStore Markdown App greatly improves the clarity and efficiency of markdowns within our store portfolio. A key benefit we immediately realized is we have moved away from a three stage markdown execution process to one simple process which is tightly integrated with the core Island Pacific Merchandising System. Ultimately we can be extremely efficient in completing any markdowns in store, which means our staff can focus on the business of servicing our customers.

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rue21's Jon McCune further explains

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The simplicity of the Island Pacific SmartStore Markdown App has led to easy adoption and application in the stores, allowing us to quickly implement in over 750 locations across 1500 iOS devices. The application is mobile and communicates in real time. The sales associate simply needs to scan one item and markdown stickers are automatically produced.

Users can select the markdown date, the department, the classification and as a result of that entry, a manifest will appear on screen which shows all the detail needed for the store associate to execute the markdown. There is also the option to sort, look at total % quantity scanned and balance of items left to be scanned. Users can check the markdown for progress on completion scanned and the scanner will update the progress bar on the manifest when completed.

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Carolyn Zainer, Island Pacific Executive Vice President North America said

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We are thrilled to continue our long standing partnership with rue21. Island Pacific SmartStore’s key focus is providing assurance that any activities which take place in-store are simple, informative, fast and effective, with the added bonus of being mobile and delivering quick ROI. rue21 has now implemented two of the Island Pacific SmartStore Apps within their store portfolio which include the Markdown App, the real time Transfer App. Due to the evolution and dynamic nature of the retail market, we continue to deliver new features required by the market in each yearly release to ensure that our customers have the best tools to remain competitive.

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Island Pacific SmartStore has been designed so that sales associates have the flexibility to provide excellent customer service anywhere in the store. The application provides full historical transparency to customer purchases and associated transactions. Available in both fixed and mobile point of sale, associates can now check stock availability in real time, manage returns, and complete transactions anywhere in the store. Island Pacific SmartStore is highly configurable which empowers any retailer to implement those key features that best meet their business requirements and strategy. As important, we offer configuration capabilities to the look and feel of the soft presentation layer that promotes a high degree of flexibility and user adoption across the store operations team. If retailers are looking to improve in-store efficiencies and need mobile applications that deliver quick results and can easily integrate with any existing systems infrastructure, please contact us about the Island Pacific SmartStore Suite of applications.





About Island Pacific

Island Pacific is a global leader in retail merchandising and store operations software solutions. For over 40 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering simplified, 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, New Zealand and India.

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