OBJECTIVE
Increase the efficiency of its business processes across multiple business units by upgrading its portfolio merchandise management system.

SOLUTIONS
• JDA® Portfolio Merchandise Management
• JDA® Allocation
• JDA® Enterprise Planning
• JDA® Size Scaling

SERVICES
• JDA Consulting Services
• JDA Support Services

REAL RESULTS
• Improved productivity within its allocation and distribution teams by 20 percent
• Increased inventory turns
• Decreased markdowns
• Reduced overall inventory, while increasing sales

CASE STUDY

On Trend

Charlotte Russe Leverages JDA’s Retail Solutions to Meet Its Customers’ Fashion Needs Across All Channels

Charlotte Russe has built its fast-fashion and specialty retail empire over the past 35 years by delivering the latest trends in apparel, footwear and accessories to the “Charlotte Girl”— a term the company uses to describe the fashionable young women who love to shop at its stores and are always connected. This rapidly growing retailer operates more than 500 stores in the U.S. in addition to its online and mobile shopping platforms.

The company excels in delivering a differentiated brand experience that embraces the Charlotte Girl’s on-the-go lifestyle. “Our customer demands that we bring her fresh, new trends each week,” said Keila Wolfe, director of merchandising systems at Charlotte Russe. “In order to facilitate this, it is essential for Charlotte Russe to deliver the most optimal allocation of each product category, along with the correlated sizes, based on geographical and seasonal needs. Having the ability to analyze sales trends and react to current selling is critical to our success.”

As a long-time JDA Software customer, Charlotte Russe has leveraged JDA’s Retail Planning solution to operationalize regional allocation, size scaling and product attribution in an effort to improve the precision with which it delivers the right product at the right time to the right place.

“Thanks to JDA’s solutions, we are now able to better understand by location what size ranges and quantities we need in order to increase sell through and decrease markdowns. This information is added to the increased history and product attribution data, which provides us with a much better sense of what the customer wants,” said Wolfe.

Keeping Pace With Customer Demands
Recently, Charlotte Russe turned to JDA to upgrade its Portfolio Merchandise Management (PMM) system, which it had implemented more than a decade ago. The existing system infrastructure and associated business processes were limiting the company’s ability to grow, operate quickly and efficiently, and keep pace with both its customers’ demands and the competitive environment.
“By continuing to strengthen our supply chain, increase productivity and innovate, we believe we are well-positioned to continue to deliver the right product, at the right price, at the right time to our customer across all channels — stores, online and mobile.”

Keila Wolfe  
Director of Merchandising Systems  
Charlotte Russe

“In order to move the business forward, we were keenly aware that a new solution would be required,” said Wolfe. “The business was already operating on many JDA platforms, and we made the decision after reviewing competitive alternatives that JDA’s commitment to ongoing investment and innovation matched Charlotte Russe’s long-term corporate strategies. In 2014, we upgraded JDA Portfolio Merchandise Management from the original version to version 7.8 — a difference of 14 versions.”

Prior to the upgrade, the Charlotte Russe team was spending numerous hours each day manually uploading spreadsheets across various functions, which left the team with little time to analyze or act on the data. Due to some inefficient business processes, the company also experienced delays in getting purchase orders to its vendors, a core requirement of its business.

“Every company is looking to be more efficient in their processes. For us, that meant reducing the manual effort inside and outside of our systems. With our recent PMM upgrade, we have been able to streamline processes across multiple business units.”

Today, the sales audit team has implemented tolerance levels that reduce the amount of discrepancies it has to investigate on a daily basis. Automated uploads have decreased the amount of manual entry work for its inventory control team. Additionally, the auto-closing functionality of purchase orders has reduced both manual efforts and provided increased visibility to products on order. Overall, the company has improved productivity within its allocation and distribution teams by 20 percent.

During the upgrade process, the JDA Services team played an instrumental role. “JDA is a great partner both in the services and support areas. They are flexible in their schedule, have knowledgeable staff and are responsive to our needs,” said Wolfe. “What I like most about working with JDA is they provide just the right resources for projects. They don’t overwhelm you with a team of project managers and oversight. They can be used to run entire projects or just augment your staff with one or two people.”

Maximizing Speed to Market

To support the retail experience the Charlotte Girl desires, speed to market is critical. The company’s sourcing strategy is designed to maximize its speed to market and supply chain flexibility. Charlotte Russe seeks to balance cost, quality and speed, using vendors based in the U.S. who source from overseas and domestic markets, as well as importing directly from vendors abroad.

“By continuing to strengthen our supply chain, increase productivity and innovate, we believe we are well-positioned to continue to deliver the right product, at the right price, at the right time to our customer across all channels — stores, online and mobile,” said Wolfe.

As a result of its partnership with JDA over the years, the company has increased inventory turns, decreased markdowns and improved its gross margin dollars. It has also reduced its overall inventory, while still increasing sales.

“Due to our improved supply chain and increased visibility to demand, our customers are getting the trends they want when they want them, where they want them and in the size they want them,” said Wolfe. “We are better able to understand our customers’ needs by location, by season and by product area. These efficient processes, enabled by JDA’s retail solutions, are allowing us to expand into new business areas and grow our business.”