

A black and white photograph of two men arm wrestling. The man on the left is looking directly at the camera with a determined expression, wearing a dark shirt with a small white dot pattern. The man on the right is looking down at their clasped hands, wearing a plaid shirt. The background is split vertically: teal on the left and grey on the right.

ORACLE®

Perry Ellis International:

Omnichannel Excellence Meets Enterprise
Discipline in a Complex, Multichannel Business



For leading menswear brand
Perry Ellis, the mandate
is to “be wherever customers
want us to be” — and to not
only deliver on that
promise completely, but
efficiently and profitably.



PERRY ELLIS

INTRODUCTION

Perry Ellis is committed to “being wherever their customers want them to be,” and upgrading its Oracle Retail Merchandising Suite was a key step in delivering on that promise. Read on to learn how Perry Ellis successfully managed an on-time and on-budget enterprise upgrade.

“We are committed to providing a consistent shopping experience and to meeting customer expectations across channels by aligning pricing, promotions, and inventory availability online and in stores. With Oracle Retail, we have a consistent view of all inventory, so we can offer customers any product we have in stock regardless of where it resides.”²

– Luis Paez, Chief Information Officer,
Perry Ellis International

Delivering a unified, premium brand experience worldwide has become the hallmark of leading menswear brand [Perry Ellis International](#). With a mandate to “be wherever customers want us to be,” Perry Ellis has established a complex and integrated global retail enterprise able to fulfill customer demand anywhere, anytime, across direct and partner online and in-store channels.

At the foundation of its global presence is an Oracle Retail Merchandising System that delivers a single view of the business encompassing international suppliers, retail partners, available inventory, anticipated demand and customer transactions in stores and online. To ensure the right inventory is accessible anywhere anytime, Perry Ellis transformed its core retail operations in a systems upgrade that set the course for the company’s global omnichannel success.

Perry Ellis completed the critical upgrade in just six months by partnering with Oracle Retail and systems integrator BTM Global. New, integrated, feature-rich systems were put in place, including: Oracle Retail Merchandising System, Oracle Retail Price Management, Oracle Retail Allocation, Oracle Retail Sales Audit, Oracle Retail Store Inventory Management, and Oracle Retail Point-of-Service.

In a presentation to industry experts and peers, Perry Ellis International¹ Director of Retail Systems, Sandeep Baghel, shared insight to the company’s journey to establishing a single global brand experience and the upgrade path that enabled its omnichannel operations.

1. Oracle Webinar: [Perry Ellis International: Delivering Commerce Anywhere in a Complex, Multichannel Business](#)

2. PR Release: [Perry Ellis Deploys Oracle Retail to Enable Commerce Anywhere Capabilities and Support International Growth](#)

STRATEGIC UPGRADE FOR GROWTH

The Perry Ellis business portfolio includes internationally recognized brands sold through its own retail stores in the United States and Europe, as well as via e-commerce channels and third-party retailers. While this complex structure raises the profile of Perry Ellis brands and affords customers greater convenience, it also creates fulfillment challenges that the company seeks to meet with cross-channel inventory availability.

In order to have complete visibility and access to inventory across all channels, Perry Ellis chose Oracle solutions to unify its U.S. and European retail stores by establishing a single global instance of Oracle Retail Merchandising serving all markets. By creating a 'single version of the truth' and a global platform, Oracle allows Perry Ellis to more efficiently manage allocation, pricing, promotions and fulfillment across all brands and markets.

Perry Ellis has continued to maintain consistency across their business for over a decade with Oracle Retail because the portfolio enables their business to:

- Quickly determine inventory requirements at the item and location level, and better align allocation for soft lines;
- Execute complex promotions efficiently across point-of-service devices in all markets;
- Capture sales tax at the line item level and leverage expanded international transaction, tax, and fiscal functionalities built into Oracle Retail solutions;
- Address security concerns by strengthening point-of-service security to better protect customers and Perry Ellis, gain single sign-on integration, and ensure all payment software is applied in additional countries as new stores open.



"We need to have inventory visibility in all the channels, all the time, for everybody to see, to make an accurate and timely decision. And we want to be available for the customers wherever they are."

– Sandeep Baghel,
Director of Retail Systems,
Perry Ellis International



The targeted six-month implementation was completed on schedule, with no business interruption. The Perry Ellis team attributes its success to extensive preparation for the project, 100% executive support and involvement, an experienced in-house team, a strong partnership with Oracle and BTM Global, and “lots and lots of testing.”



5 STEPS TO SUCCESS

Sandeep Baghel, Director of Retail Systems at Perry Ellis International, shared five essential steps to success:

STEP ONE **Achieve Executive Sponsorship.** Defining the vision and mission of an enterprise project is essential to obtaining buy-in across the organization. At Perry Ellis, the executive leadership defined the objective clearly and simply to “be wherever their customers want them to be.” That commitment required an upgrade to existing merchandising and stores systems to not only deliver an efficient omnichannel experience efficiently and profitably. Customers are not going to tell you what they want directly; you must anticipate expectations otherwise they will go elsewhere. Perry Ellis understands that inventory transparency and availability is the linchpin in a successful retail strategy and getting ahead of customer expectations. Merchandising is the system that ensures a consistent and accurate view of product, price, and place across the enterprise and therefore is critical to delivering an efficient, profitable experience.

STEP TWO **Start with a Clean Slate.** Merchandising systems are the heart of the enterprise and whether you’re upgrading an existing system or completely replacing legacy technology, now is the time to take the opportunity to review all your integrations, customizations, and processes to identify opportunities for optimization. Prior to even starting the RFP process Perry Ellis assembled all documents housed in their document management system, identified information holes and took the time to update their documents, integration diagrams, and met with business partners to better understand what they were actively using and their future needs. Fortunately, because this project was an upgrade, the existing customizations on the merchandising side were limited to one. Following this vanilla path and leveraging existing process flows in the Oracle Retail Reference Library allows Perry Ellis to capitalize on new innovations as they are released with little effort, in turn, delivering better customer experiences and lower total cost of ownership.





"I think it's important to do some pre-work before you engage with any SI. We did a lot of pre-work and took time to put together all the documents in our internal document management system in a manner that was clear to our internal customers/business partners so that we could see what they are using and what they plan to use."

– Sandeep Baghel,
Director of Retail Systems,
Perry Ellis International

5 STEPS TO SUCCESS: CONTINUED

STEP three **Choose your Strategic Partner Wisely.** First and foremost, by completing step #2 above Perry Ellis could create a very detailed and specific RFP. This removed any ambiguity from the process and enabled the short list of system integrators (SI) to deliver hyper-focused responses. When selecting the SI, Perry Ellis paid careful attention to partners that had demonstrated experience with technical upgrades and innovative ideas that ultimately would result in the best use of investment. After six RFPs and three face-to-face meetings they selected a partner that presented an innovation approach to conversion with the lowest downtime during cutover, was a true upgrade approach (versus a re-implementation) resulting in lower TCO, and demonstrated experience with both merchandising and stores systems.

STEP four **Define a Core Team.** The size of your team will be relevant to the size of your organization. With over 70 stores in the US Perry Ellis defined their core team to include seven individuals that had deep experience with the business and technology systems. However, over the course of the project that team grew to upwards of 50 individuals when needed. To keep costs low, Perry Ellis minimized the time required for the SI to be onsite relying on video conferencing to facilitate collaboration with both on- and off-shore resources.

STEP five **Create a Testing Strategy.** Perry Ellis had successfully hit all their milestones and was ready to go live pre-holiday as planned. However, to mitigate any risk of interruption during the peak trading season Perry Ellis took the opportunity to postpone their go-live and conduct additional testing. Again, going back to step #2 Perry Ellis had reviewed their testing scripts and made updates accordingly. This pre-work enabled them to step through testing in a methodical manner without the use of additional testing tools. In hindsight, the additional testing time uncovered some small bugs and gave them the opportunity to conduct additional user acceptance training. This ultimately resulted in a high level of confidence with both IT and the business, and they attained a seamless transition for the business at go-live.

RESULTS: ORACLE RETAIL SOLUTIONS EMPOWER GLOBAL COMMERCE



“With the Oracle Retail Merchandising and Oracle Retail Sales Audit upgrade, Perry Ellis can now link customer order numbers to individual items within an order. This gives us the functionality to ship different items from different locations, to ‘mix and match’ within a single transaction.”

- Luis Paez, Chief Information Officer,
Perry Ellis International

Perry Ellis International delivers an empowered commerce experience for its U.S. and U.K. employees and customers.

- Oracle Retail Merchandising Suite delivers enhanced performance and scalability for Perry Ellis International.. Seamless integration across its back-end systems helps simplify and enrich the business user experience.
- Oracle Retail Store Inventory Management provides real-time, multichannel inventory access to empower associates, improve customer service, and reduce costs.
- Oracle Retail Price Management helps increase efficiency of sales and promotion processes.
- Oracle Retail Sales Audit, allows Perry Ellis International to meet local government regulatory requirements for computing taxes at the individual item level, beyond the transaction level, eliminating the need for a third-party application.

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ABOUT ORACLE RETAIL

Oracle provides retailers with a complete, open, and integrated suite of best-of-breed business applications, cloud services, and hardware that are engineered to work together and empower commerce. Leading fashion, grocery, and specialty retailers use Oracle solutions to anticipate market changes, simplify operations and inspire authentic brand interactions. For more information, visit our website at <http://www.oracle.com/goto/retail>.



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