

## Case Study

# Men's Multi-Channel Apparel Merchant



### Company Profile:

- 600 + store company acquired by new management team

### Business Problem:

- Poor operating and financial performance
- Systems were antiquated; users unhappy with reporting

### Results

- Oco reduced total reports from 153 to less than 20 drill down reports
- All users now viewing same reports and talking same language
- Improved margins 3.5% points, enabled by Oco solution
- Recognized for largest increase in retail profitability in 2006

This leading specialty retailer of men's apparel lacked real time visibility into the performance of its operational functions, customer behavior, product sales, channel management, and vendor relationships across its more than 600 stores, catalog and Web channels.

The company implemented Oco's on-demand business intelligence solution and in just six weeks, managers had unprecedented visibility into the entire organization's performance, enabling senior management to react more quickly, make informed decisions and improve its profit margin by 3.5%.

With Oco's intuitive web interface, thousands of users touch business intelligence every day. Store employees log into Oco's task management application, merchants and planners work collaboratively with the Assortment Planning and Forecasting module to track performance against plan, and buyers can automatically trigger purchase orders when Oco alerts indicate that inventory levels are falling out of predefined parameters. At the executive level, the CFO and COO have visibility to operational performance across multiple channels and can drill down to the transaction level to better understand trends as they occur in real time.

### About Oco, Inc.

Oco is a leading provider of Software-as-a-Service (SaaS)-based business analytics solutions. The company provides complete BI solutions to customers such as Casual Male, Dunkin' Brands, and Welch's. Oco's unique business-centric approach to BI helps companies solve targeted business issues, achieve payback within 90 days and triple their return on investment. Leveraging a library of best-practice analytics, pre-built data models, and patented technology, Oco's SaaS-based solutions are delivered in a fraction of the time, at a fraction of the cost of traditional solutions, with fewer IT resource requirements than traditional approaches. In addition to its own product portfolio, Oco also offers an on-demand BI solution through its partnership with SAP BusinessObjects. Oco was founded in 1999 and its headquarters are in Waltham, Mass. More information about Oco can be found at [www.oco-inc.com](http://www.oco-inc.com).