



FOOTWEAR RETAILER GIVES COMPETITORS A RUN FOR THEIR MONEY WITH Mi9 RETAIL

- ▶ World's leading designer, marketer, and distributor of athletic footwear, apparel, equipment, and accessories
- ▶ Vertically-integrated supply chain
- ▶ Products are sold through company-owned retail and outlet stores, digital platforms, and retail accounts and independent distributors in all countries around the world



\$30B

in Revenue Each of the Last Five Fiscal Years



Live in
52+
Countries



70+
Distribution Centers
Worldwide



1,150+
Stores Worldwide



76,700+
Employees

CHALLENGES

- ▶ Retail planning was performed in Excel and across twelve disparate systems.
- ▶ Manual processes and data silos became untenable as the direct-to-consumer business grew.
- ▶ Needed a solution that could streamline, automate, and optimize key allocation activities.
- ▶ Required functionality for pre-season and in-season allocation and replenishment of ongoing products including lifecycle price management.



Mi9 SOLUTIONS IMPLEMENTED



Mi9 Allocation, Replenishment and Price Management

Mi9 Allocation and Replenishment were selected for worldwide deployment across all direct-to-consumer channels including retail, online, factory, and outlet stores. The retailer went live on Mi9 Allocation in less than six months and trusted the system's recommendations for Black Friday, despite it being very different from the year prior. As a result, the retailer sold two million more units on Black Friday than the year prior, paying for the entire project in one day. In January 2020, the organization elected to expand its use of Mi9 Retail solutions at one of its subsidiaries, a leading shoe company, where the Mi9 Retail Price Management solution was implemented to manage lifecycle pricing.

RESULTS

Accurate Allocations



+2M

INCREMENTAL UNITS SOLD THROUGH
VS. THE YEAR PRIOR

Massive ROI



1 DAY

OF PEAK SELLING PERIOD PAID
FOR THE ENTIRE PROJECT

Accelerated Productivity



80%

REDUCTION IN TIME IT TAKES TO
ALLOCATE INVENTORY

ABOUT Mi9 RETAIL

Mi9 enables the world's leading retailers to automate and optimize their entire Plan-to-Sell® process, from planning to managing to selling merchandise in-store, online, and on any device. Our corporate retail systems facilitate better demand forecasting, planning, and merchandise management; our point-of-purchase systems increase revenue and customer engagement; and our analytics tools speed time to insight. Mi9 cloud-based solutions incorporate the latest innovations in AI and machine learning to boost system intelligence, automate manual routines, and deliver exception-based workflows. Mi9 Retail is committed to helping retailers on their path to success, so they can maximize revenue, increase margins, and reduce costs.



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