

# Leading Athleisure Brand's New Planning Solution to Drive Global Success

## Client Challenge

The client is a \$1.4 billion designer and global retailer of upscale, technical athletic apparel. The company's existing merchandise planning processes were supported by a myriad of older technologies and spreadsheets. This aged legacy environment provided only a subset of the integrated planning capabilities needed to support the company's international expansion plans and company growth.

The client needed guidance in designing a planning model that would best support their global strategy. Company leadership also recognized the need to select a new planning solution that would enable this model and support their growth plans.

## Parker Avery Solution

In partnership with client leaders and leveraging deep retail planning expertise, The Parker Avery Group completed the following activities:

- Assessed factors supporting key operating model decisions for global vs. regional integrated planning and helped the client determine the most appropriate model
- Designed a high-level organizational plan to support the client's desired integrated planning business model
- Documented detailed business requirements and business scenarios that were key components in the request for proposal (RFP) and vendor demos
- Assisted in developing the comprehensive RFP
- Identified and assessed retail planning solution vendors to be included in preliminary demonstrations
- Down-selected vendors to a short list based on the results of the initial evaluation
- Supported the client throughout the RFP and vendor demonstration processes by facilitating demos, identifying and capturing key evaluation criteria, fielding vendor questions, and performing vendor reference calls
- Summarized key findings and recommendations to help the client select a new planning solution

## RESULTS



INTEGRATED  
PLANNING MODEL  
DEFINED



NEW PLANNING  
SOLUTION  
SELECTED



IMPLEMENTATION  
PLAN  
COMMENCED

With Parker Avery's help, the retailer successfully defined a new operating model and selected a new planning solution that will best support their strategic growth plans. The client is now solidly positioned to move forward both organizationally and systemically. They are commencing the solution implementation and starting to migrate their organization to the new integrated planning operating model.