

ORACLE®

Perry Ellis International Gains a Holistic View of Customers in Less Than 7 Weeks

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PERRY ELLIS INTERNATIONAL



POWERFUL LIFESTYLE BRANDS

Company Profile

PERRY ELLIS
INTERNATIONAL

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's and women's apparel, accessories and fragrances. The Company's collection of dress and casual shirts, golf sportswear, sweaters, dress pants, casual pants and shorts, jeans wear, active wear, dresses and men's and women's swimwear is available through all major levels of retail distribution.

The Company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands, including: Perry Ellis®, An Original Penguin® by Munsingwear®, Laundry by Shelli Segal®, Rafaella®, Cubavera®, Ben Hogan®, Savane®, Grand Slam®, John Henry®, Manhattan®, Axist®, Jantzen® and Farah®. The Company enhances its roster of brands by licensing trademarks from third parties, including: Nike® and Jag® for swimwear, and Callaway®, PGA TOUR®, and Jack Nicklaus® for golf apparel and most recently Guy Harvey® for performance fishing and resort wear.

A[X]IST.

 Ben Hogan

 CUBAVERA®

FARAH®


GRAND SLAM®

HAVANERA^{Co.}™

JANTZEN


JOHN HENRY

laundry
BY SHELLI SEGAL
los angeles

 | *an original*
Penguin®
BY Munsingwear

peony & me

PERRY ELLIS


PRO PLAYER®

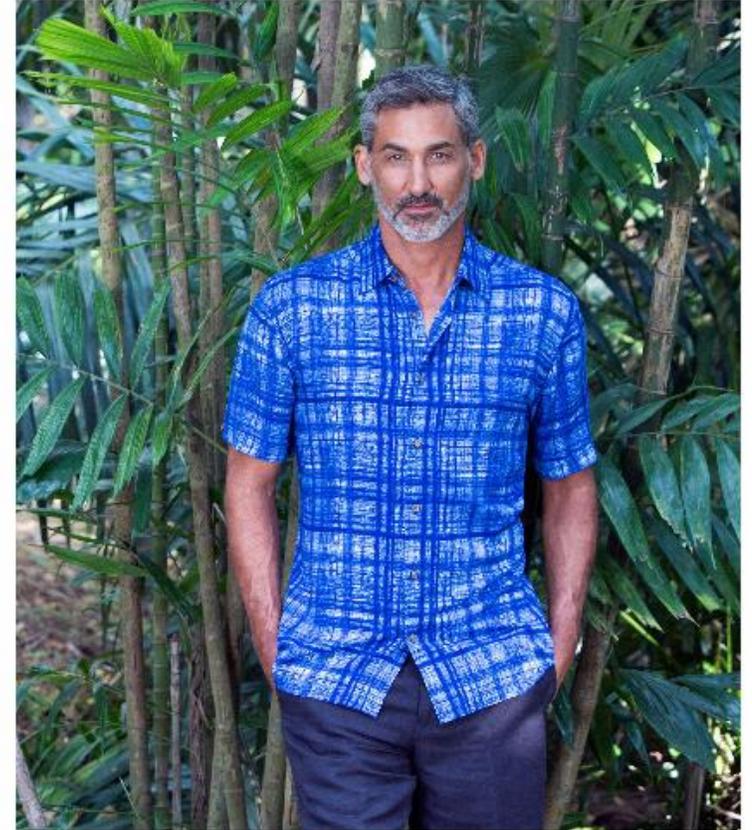
Rafaella

SAVANE®
FIT TO ACHIEVE

Direct to Consumer Brands



PERRY ELLIS



Catalyst for Change

- Multiple points of customer engagement created complexities to understand consumer behavior
- Desired a holistic view of customer shopping behavior
- Personalize brand interactions across all points of engagement
- Deliver a flexible platform to exceed business user expectations
- Continue to deliver on our commitment: being wherever our customers want us to be



PERRY ELLIS
INTERNATIONAL

Why Oracle Retail CE Cloud Services?

- Pre-integration with the Oracle Retail portfolio
- Reduced total cost of operations by moving to the cloud
- Enhanced functionality including advanced customer segmentation, that is not available in non-retail specific CRM apps
- Replace legacy SF.com legacy solution

ORACLE®
Retail



ORACLE®

Project Outline

- Implemented in 7 weeks
- Integrations with several legacy systems and Oracle systems to leverage what already existed
- Data conversion and its migration from an on-premise system to a cloud environment
- Testing, testing, and more testing
- Deployment and change management planning to ensure smooth roll-out from a technical **and** a user perspective



Business Impact

- Single view across the enterprise
- Reward and retain customers for their purchases
- Optimize margins
- Offer personalized, relevant and timely, promotions across channels
- Achiever greater service levels with quick access to customer profile data
- Attain a single, real-time, 360-view of customers across all touchpoints

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IT Perspectives & Benefits

- Fast integrations to drive faster time to market and higher IT productivity
- Move to the cloud provides flexibility, scalability, security
- Enjoy continuous delivery of upgrades
- Reduce cost and complexity
- Ability to innovate faster
- Oracle Retail Customer Engagement Cloud services ease of integration to existing systems



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INTERNATIONAL

Our Journey with Oracle So Far

ORACLE®

2006-2007

2009-2010

2015

2018

- Oracle Retail Merchandising (ORMS)
- Oracle Retail Price Management (ORPM)
- Oracle Retail Sales Audit (OReSA)
- Oracle Retail Allocation (ALLOC)
- Oracle Retail Store Inventory (ORSIM)

Oracle Retail Point of
Sales (ORPOS)

Oracle Retail
Merchandising Suite v14

*6 month implementation

Oracle Retail Customer
Engagement CS (CECS)

*7 weeks



What's next?

- Currently implementing Oracle Retail Xstore Point-of-Service to enable better serve customer as it is fully integrated with Customer Engagement Suite



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INTERNATIONAL

Q&A

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