

Levi's Drives High-Performance Sales Success With Analytics Powered by Retail Velocity

About Levi Strauss & Co.

- Industry: Apparel & Fashion
- Location: San Francisco, California
- Countries Where Sold: 1,100+
- Retail Stores/Shop-in-Shops: 3,000
- Fiscal 2020 Revenue: \$4.5 billion
- Employees: 15,000+

Company Bio

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear, and related accessories for men, women, and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® from Levi's® brands.

SITUATION



When Levi Strauss & Co. decommissioned its legacy systems, it was faced with a major challenge of replacing a custom solution that collected and cleansed retailer point-of-sale (POS) data. This homegrown solution also fed their existing repository for sell-through data and analytics, Teradata, to provide critical insights to its sales teams.

Levi's needed to implement a trusted, proven, and scalable solution that could not only cleanse and harmonize daily POS data, but also seamlessly integrate with Teradata to ensure an uninterrupted transition, provide improved analytics, and maximize the company's investment in both solutions.

SOLUTION



After evaluating several options—including building another homegrown solution—Levi's selected Retail Velocity and its VELOCITY® solution for its collective data needs for 42 retailers.

The integration of VELOCITY and its demand signal repository (DSR) with Teradata proved to be the ideal solution, enabling Levi's to:

- More quickly obtain the most comprehensive and most accurate POS data and inventory information
- Formulate improved promotional, pricing, production, replenishment, and other key business strategies
- Positively impact sales by keeping retail shelves stocked
- Significantly reduce the carrying cost of inventory



"We felt the combination of Retail Velocity on the front end to cleanse and normalize the data and Teradata for the repository and aggregations would be the right solution for our business partners to introduce the least risk of business disruption."

"We are able to process accounts much faster now, so the business has their data sooner to make better decisions."

Hazel King

IT Director, Global and
Regional Delivery
Levi Strauss & Co.

RESULTS

ONE VERSION OF THE TRUTH

POS data resides in a single DSR, where personnel across all departments have access to the same accurate information in near real time. That eliminates conflicts or confusion that can result when executives or managers work from separately sourced, inconsistent information.

EXPENSE REDUCTION

The combined strategic solution of Retail Velocity and Teradata was shown to be more cost effective than maintaining the legacy system.

GREATER PRODUCTIVITY

Changes to account-level data mappings and load processes are more accurate and efficient.

QUALITY IMPROVEMENT

Changes can be implemented with greater confidence, speeding up account data processing to put retailer analytics and insights into the hands of sales teams more quickly.

SPEED TO DECISION

Reduces the time to convert data into actionable insights from weeks to minutes, enabling better and faster business decisions to drive profitable growth.

RELIABLE DATA AT THE SPEED OF NOW

ABOUT RETAIL VELOCITY



Since 1994, Retail Velocity has been an industry leader in helping consumer packaged goods (CPG) suppliers and retailers collaborate to gain greater visibility into, and control of, the most accurate, granular point-of-sale data, third-party data and enterprise data to leverage mission critical analytics and business intelligence that help eliminate operational inefficiencies, improve sell-through and achieve profitable growth.

Retail Velocity's best-in-class flagship solution, VELOCITY®, provides ONE version of the truth—a single source of actionable insights for key business areas such as category management, sales, marketing, demand planning, inventory management, finance and merchandising.

With VELOCITY®, CPG manufacturers and retailers are empowered to make more proactive strategic decisions to increase sales, gain a competitive edge, intelligently monitor and quickly respond to changes in market dynamics and consumer demand—and strengthen business relationships among each other at all levels. From sales, marketing and supply chain to operations, finance and IT, all business units become united and can better forecast, plan, promote and execute profitably across all channels and departments.

To learn more about how Retail Velocity can help accelerate your business growth and maximize profitability, reach out to us today:



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