

Case study

Forecasting and Replenishment

PVH

PVH Masters End-to-End Planning for Global Retail Brands

- Greater inventory control
- Better compliance to plan
- Efficient decision making

Productivity improvement

Blue Yonder's solutions have brought end-to-end visibility to PVH's entire supply chain by aligning forecasting, replenishment and capacity merchandise planning, allowing everyone along the supply chain to make good decisions.

Challenges

- With a diversified portfolio of brands including CALVIN KLEIN, Tommy Hilfiger, Van Heusen, and IZOD, U.S.-based retailer PVH has a vision for enabling end-to-end global planning across multiple brands. They contemplated, "How do we take what is perceived at retail modules and be able to use them across the enterprise?"
- As one of the largest global apparel companies reporting \$8.2 billion in 2016 revenues, being able to see products from creation through the end consumer's purchase is key.
- "We really have taken a step back and looked at all the data we have, and asking ourselves if we're using it properly? Were we really sending the right demand out, and were we contracting correctly with our factories or did we have overcapacity?" – Chief Information Officer, PVH

Achieving a fast ROI

"We have moved the business forward significantly by introducing tools that help us towards our goals of inventory optimization,





sales growth and improved consumer satisfaction.”
– Chief Executive Officer, PVH’s Heritage Brands & North America Wholesale

Full spectrum

“We want to plan, and we want to plan consistently, whether it is our wholesale channel or our retail channel,” said Chief Information Officer, PVH. “And working with some of their thought leaders, we really got to have conversations with how the tools help our full complement of businesses.”

The implementation of these retail tools helps PVH to better optimize sales in retail locations, improve productivity of its retail associates, and increase sell-throughs at retail. On the wholesale side, having a long-range forecast available at multiple levels gives PVH the ability to be more responsive and flexible with its orders.

Solution benefits

- PVH analyzed their gross margin planning and opportunities to be more aggressive in the market with Blue Yonder’s merchandise financial planning

capabilities. Using the planning tools, they could create models that also allowed them to be flexible by store and region.

- PVH found that they have better inventory control, plus greater collaboration across teams, better compliance to plan and better decision making overall.
- According to PVH Chief Information Officer, “When our users, the people who are using the tool, have told us we’ve given them something that provides better insights, allows them to make better and different decisions, and also makes their job easier, it’s a home run for anybody that delivers technology.”

The Blue Yonder difference

As a strategic business partner for more than 15 years, Blue Yonder continues to contribute tangible benefits to PVH.

“We believe they’re the best in the industry,” says Chief Information Officer, PVH. “Their partnership and their willingness to work with PVH — they’re open to our ideas. We really believe that Blue Yonder is a strategic partner, and they’ve proven that every day that we operate with them.”



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