



**Stefano Gaggion**  
Senior Vice President, IS

## Brooks Brothers: Building on the past, planning for the future

Using SAS®, Brooks Brothers continues to lead the ready-to-wear industry and maintain a long-standing tradition of excellence.

### Industry

Retail

### Business Issue

Modern retail customers expect top-quality service and instant availability of the kinds of items they want to buy – now.

### Solution

SAS® Enterprise Intelligence Platform integrates information and presents a consolidated view of what each store and its customers need to provide a superior customer experience.

### Benefits

A holistic single-platform approach enables Brooks Brothers to proactively maintain a reputation for excellence by providing customers with an exceptional buying experience during a period of increased competition and international expansion.

As the oldest clothing retailer in the US, Brooks Brothers boasts an unmatched reputation for tradition, value and high quality in the ready-to-wear industry. Customers return time and again, knowing that they can count on Brooks Brothers to provide superior clothing, professional assistance and personal service.

But in the fast-paced world of retail, even an icon like Brooks Brothers can't afford to rest on its laurels. Today's customers have higher expectations than ever before, so to stay ahead of the game, Brooks Brothers turned to cutting-edge business intelligence from SAS.

"The key question is, 'How do we develop a better experience for the customer?'" says Stefano Gaggion, Senior Vice President, IS. "By giving us better insight into our data, SAS helps us understand and anticipate customer needs so that we can have the right products, the right sizes and even know the number of staff we need so that we're prepared and our customers find what they want when they want it."

#### Achieving one version of the truth

Previously, the company had several different reporting tools for individual company areas, and results were inconsistent.

"Finance might say we're up 5 percent, while the merchants were showing we were up 10 percent," says Dave Donovan, Manager Supply Chain Strategy, IS, for Brooks Brothers. "SAS is enabling us to change our business model to a more standardized reporting

matrix that will lead us to one version of the truth."

Executives at Brooks Brothers opted to consolidate data by shifting from an isolated silo-based information model to a platform-supported approach. The company purchased SAS so that data across the organization could be collected, analyzed and packaged for optimal applications.

"We're using SAS to understand and analyze our processes and clean up our data. We expect to remove between 20 and 40 percent of the mistakes in our information. Once we fix the data, we can improve our processes so that we're in a position to fully take advantage of SAS as a strategic engine for our business," says Gaggion.

#### A recipe for success

With accurate data about customers' buying behaviors by store, by date and by demographics, Brooks Brothers can improve the mix of product offerings for each customer in each store to come up with the right recipe for the best customer experience.

"This is a different and much deeper integration," says Gaggion. "This is more than just looking at data. SAS allows us to frame a deeper collaboration with the customer and helps us empower our customers to tell us what they need and want."

Brooks Brothers will use SAS to combine information regarding inventory, sales, finance and store operations all in one report that the

“I believe that, at the end of the day, business intelligence will help us to empower the customer to tell us what they need.”

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company can share with the field via the Web. Because of the security measures within SAS, when Brooks Brothers store managers log in to access the report, each sees only the information pertaining to his or her individual store – saving IT from having to build a separate report for every store.

In addition to building a better relationship with its customers, Brooks Brothers is also using SAS to create stronger partnerships with its vendors.

“We’re sharing a great deal of our information with our vendor partners, and now they’re able to better predict when and how much we’ll be ordering, so they’re not stuck with too much inventory, or scrambling to produce more because we surprise them with a big order,” explains Donovan. “And it helps us because we’re better managing our inventory to meet customer needs.”

### Going global

With greater access to real-time information throughout the organization, Brooks Brothers is fostering internal collaboration and empowering its employees.

“In the past, we were spending all of our time creating report after report,” says Donovan,

“but now we’re providing our users with a repeatable, automated process which they can modify according to what they need, such as ‘sales this season to date,’ ‘sales this quarter,’ etc.

“In addition, using SAS we’re able to quickly drill down through our information to identify where things are or aren’t working,” says Donovan.

This increased access to information will pay big dividends as Brooks Brothers grows the business internationally, opening stores in Asia and Europe.

“SAS is giving us the opportunity to better manage the business internationally and is helping us gain visibility where Brooks Brothers should have a presence,” says Gaggion.

“The bottom line,” says Gaggion, “is that we have the information we need to be able to reach our customers, prepare our inventory, prepare our staff and be ready for the customers when they come to the store. It’s all about improving the customer experience, and SAS is helping us do that.”



**Dave Donovan**  
Manager Supply Chain Strategy, IS



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