Clothes "R" Us

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Case concerns a $25 million program to deliver and implement a CRM system and a POS system in 400 stores of this national retail chain

Why?

To gain a strategic advantage over competitors by:
- Increasing in-store manager productivity,
- Decreasing overall costs, and
- Increasing sales.

Clothes R Us Change- Business Process

- In 2001 Clothes "R" Us sought to reduce costs to regain its competitive advantage
  - Open new stores
  - Closed more than forty of its least profitable stores
- Sales, cash, credit management, and inventory
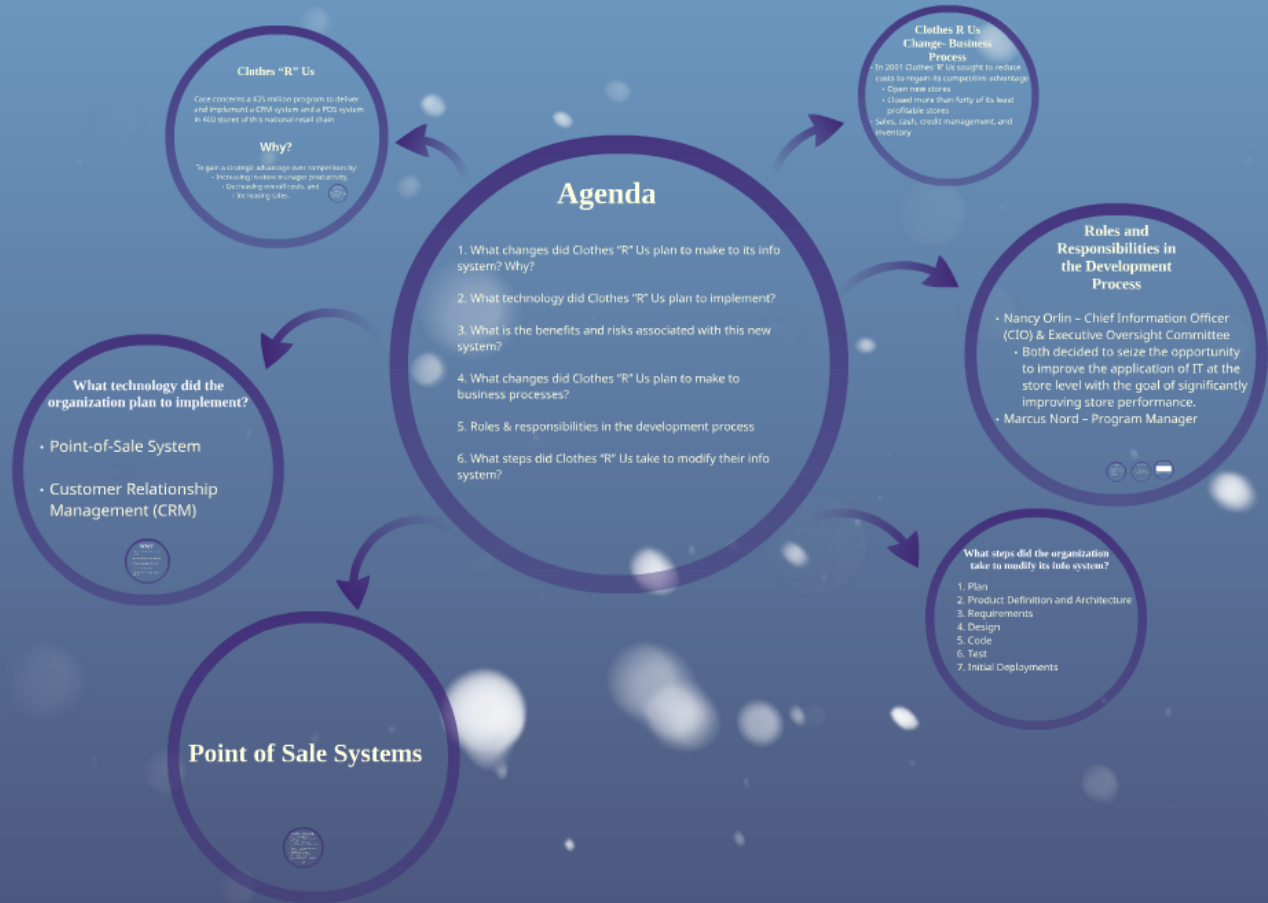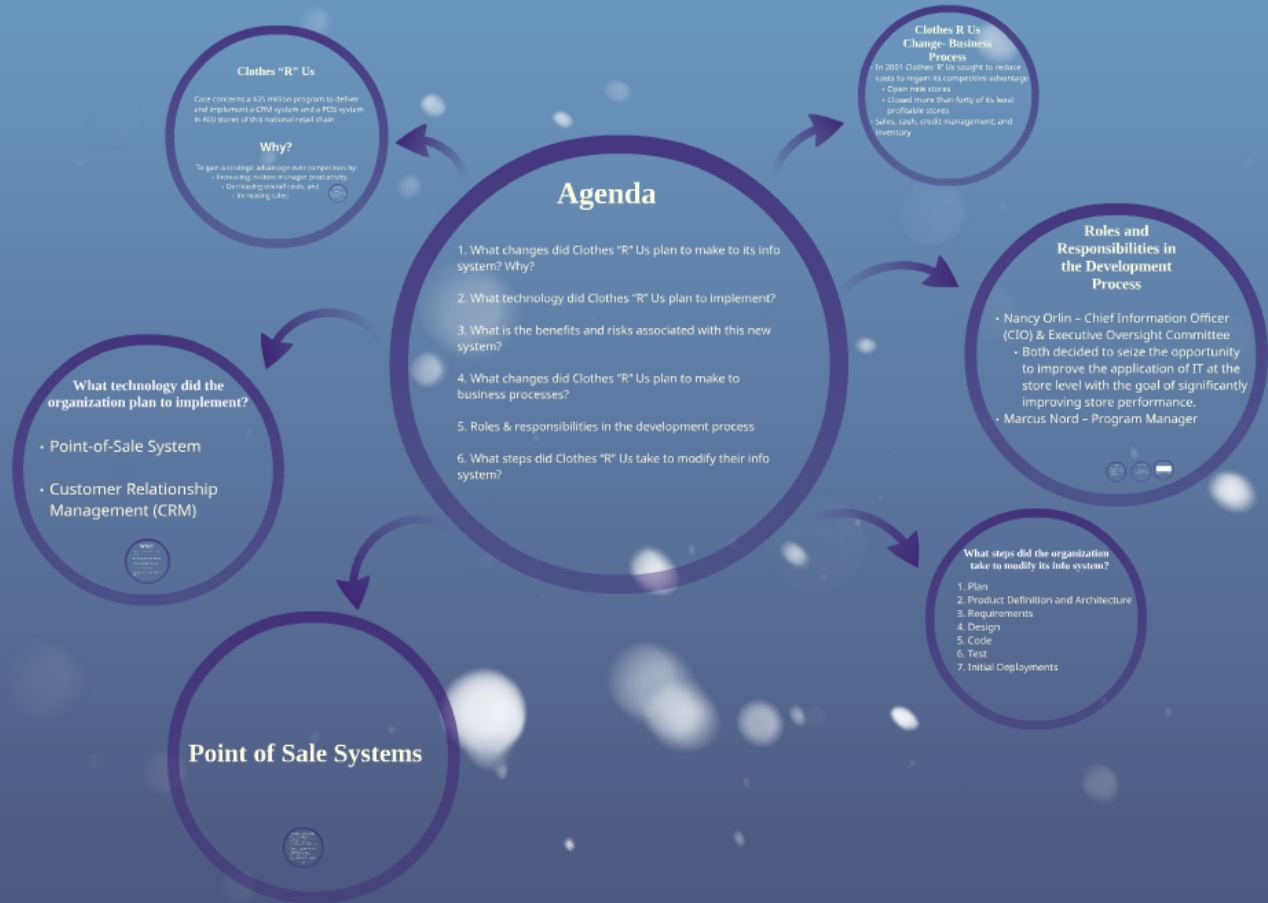
Agenda

1. What changes did Clothes "R" Us plan to make to its info system? Why?

2. What technology did Clothes "R" Us plan to implement?

3. What is the benefits and risks associated with this new system?

4. What changes did Clothes "R" Us plan to make to business processes?

5. Roles & responsibilities in the development process

6. What steps did Clothes "R" Us take to modify their info system?

Roles and Responsibilities in the Development Process

- Nancy Orlin – Chief Information Officer (CIO) & Executive Oversight Committee
  - Both decided to seize the opportunity to improve the application of IT at the store level with the goal of significantly improving store performance.
- Marcus Nord – Program Manager

What technology did the organization plan to implement?

- Point-of-Sale System

- Customer Relationship Management (CRM)

What steps did the organization take to modify its info system?

1. Plan
2. Product Definition and Architecture
3. Requirements
4. Design
5. Code
6. Test
7. Initial Deployments

Point of Sale Systems

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