

Aldo Group

RETAIL SHOWCASE

Industry/Sector:
Fashion Retailer

Geography/Locations:
65+ Countries Worldwide

Stores:
1,400+

Website:
www.aldoshoes.com



[Click here to see Aldo Group's GM discuss the results of their markdown optimization program.](#)



Bob Raven,
CEO of
Aldo Group

“We refer to Oracle Retail Markdown Optimization as ‘Margin Optimization.’ This is a testament to the overarching benefits of the solution.”

ALDO

Aldo Solves Markdown Challenges With Optimization From Oracle

High-end footwear and accessories brand Aldo has experienced great growth, expanding to more than 1,400 stores across the United States, the United Kingdom, Canada, and 41 other countries. With the expansion, the business had to overcome operational challenges that were threatening to erode margins.

A traditional broad-brush approach to markdowns and the cost of transferring merchandise from region to region was compromising item and store performance. Inventory aged due to buyers holding on to assortments too long and the underlying legacy markdown process proved inadequate to support store and market growth.

As any retailer knows, aging inventory and markdown confusion at the register can lead not only to lost revenue, but also lost customers. To solve these issues, Aldo implemented Oracle Retail Markdown Optimization to improve life cycle management at the price zone level. Aldo uses Oracle Retail Markdown Optimization to more closely analyze and group stores based on similar characteristics, executing price markdowns based on local store needs.

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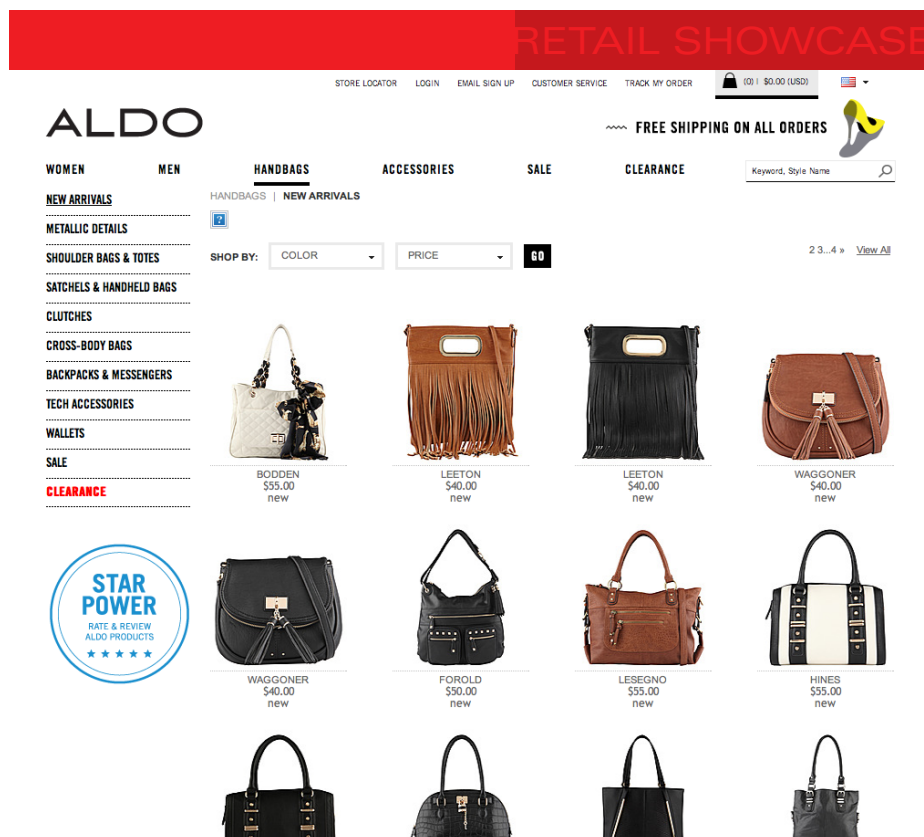
said Aldo Group CEO Bob Raven. “This is a testament to the overarching benefits of the solution.”

Those benefits have been both fast and far-reaching: Sell-through has improved for each assortment. Quarterly transitions have become more efficient. Issues related to in-store space and capacity have improved. Effective price ladders have created a better fit, and the number of markdowns has increased from monthly to bi-weekly.

“Oracle Retail Markdown Optimization has allowed merchants to spend more time on their core tasks and less time worrying about inventory management issues,” said Lucia Cimaglia, General Manager Supply Chain, Aldo Group.

Ongoing Collaboration Brings Discovery of Best Practices, Reduced Costs

Because Aldo had already collaborated with Oracle on a previous implementation of Oracle Retail Merchandising Operations Management applications, Cimaglia said, “They understand our culture. They understand what we’re all about... and where we want to go with the system. So they’ve definitely been helping us, they’ve



brought best practices to us that we were not aware of, and they've just made it easier to implement."

Along the way, Oracle Retail Markdown Optimization enabled greater visibility and deeper analysis of data through Oracle's decision support tools. That has led to new pricing policies, enabling more—and more frequent—pricing options. Aldo also uses Oracle Cloud Managed Services hosting and application management services to ensure a high level of service and reduce the total cost of ownership.

CUSTOMERS WHO LIKED THIS SHOWCASE ALSO VIEWED:



• Deckers Virtual Store Tour at their UGG New York Store (17:41)



• In this Retail Showcase video, Abercrombie & Fitch CIO, John Deane, gives his insight into working with Oracle Retail and talks about Abercrombie's success



• Strengthening the Core of Retailing: 10 Tips for Success eBook

BENEFITS

- Improved sell-through of each assortment, resulting in better margin and inventory turn
- Completed quarterly transitions to new assortments more effectively
- Created better lift using effective price ladders
- Increased the number of markdowns from monthly to bi-weekly

SOLUTIONS

- Oracle Retail Merchandise Planning & Optimization
- Oracle Retail Merchandise Operations Management
- Oracle Managed Cloud Services



Visit the RACK, Oracle's Retail Asset and Community Knowledge Portal, to view more retail showcases, videos, white papers and more.



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