



ABOUT CASUAL MALE

CASUAL MALE RETAIL GROUP, INC. IS THE LARGEST RETAILER OF BIG AND TALL MEN'S APPAREL WITH RETAIL OPERATIONS THROUGHOUT THE UNITED STATES, CANADA, AND LONDON, ENGLAND. THE COMPANY OPERATES 466 CASUAL MALE XL RETAIL AND OUTLET STORES, 27 ROCHESTER CLOTHING STORES, AND DIRECT TO CONSUMER BUSINESSES, WHICH INCLUDE SEVERAL CATALOGS AND E-COMMERCE SITES.

BUSINESS CHALLENGES

Casual Male is the most successful retailer of big and tall men's apparel, but the company wanted more detailed information on evaluating store performance and ensuring the right style and size allocations for each store. "The only commonality of our customers is that they're big and tall," says Dennis Hernreich, COO, Casual Male. "Whether they're young or old, classic or contemporary, we try to serve all of these different types of people, and it's critical to go down to the store level and make sure that each store fits the demographics of its location."

Casual Male's previous analytical tools did not allow the company to easily analyze sizes and styles at the store level, so the company embarked on a search for a business intelligence (BI) solution. Casual Male ultimately selected QuantiSense and MicroStrategy for their industry-leading retail application and state-of-the-art BI platform respectively.

The combined solution from MicroStrategy and QuantiSense includes personalized dashboards, exception reporting to pinpoint problems and opportunities, and QuantiSense Playbooks®, which capture retail best practices and guide users to take immediate action to improve their business.

“Style and size-level analysis is key to improving our business. MicroStrategy's platform helps give us the scalability to use that detailed data to better serve our customers.”

– Jack McKinney, CIO, Casual Male

BUSINESS BENEFITS

Casual Male implemented the QuantiSense application and the MicroStrategy Business Intelligence Platform™ in only 100 days and has seen significant benefits so far.

Store grading tool for accurate performance evaluation. The implementation for Casual Male includes a store grading tool that allows Casual Male to rank stores based on the performance of particular classes of products. This helps the retailer distribute inventory more appropriately, minimizing stockouts and overstocks.

"Each store has its own grading for all the individual classes and sub-classes of merchandise within that store," explains Hernreich. "So we can now buy and distribute merchandise to the stores based on their individual information."

At the heart of the store grading tool are sophisticated scoring metrics tailored specifically for Casual Male's business. The metrics are used to generate store grades. Using MicroStrategy's Dynamic Datamart feature, the grades are written back to the data warehouse for use in further analysis and in allocating stock to individual stores.

Sizing tool for detailed size and style-level analysis. As a key part of the implementation, Casual Male wanted a sizing tool that would allow the company to drill down to the store level to make sure that each store carried the right size and style assortments for its particular customers. MicroStrategy's ability to drill from summary information to the deepest level of detail, with the scalability to analyze Casual Male's

MICROSTRATEGY AND QUANTISENSE

millions of store-SKU combinations, made this possible. With the sizing tool in the QuantiSense application, Casual Male can now easily evaluate the clothing sizes stocked in individual stores, ensuring the appropriate size allocations so customers find the right fit, every visit. Furthermore, MicroStrategy's visualization and Pixel Perfect™ printing capabilities enabled Casual Male users to obtain the results of their analysis on a single screen and a single report, rather than carrying around stacks of reports. For business users who spend most of their days in meetings, the compactness of this analysis was essential.

Increased employee productivity. Before implementing QuantiSense and MicroStrategy, Casual Male's technology team would spend days collecting data into spreadsheets for weekly reports—now, it takes them minutes. With the ability to generate exception reports on-demand, a user can navigate through the most relevant information on the dashboard and easily drill down for details.

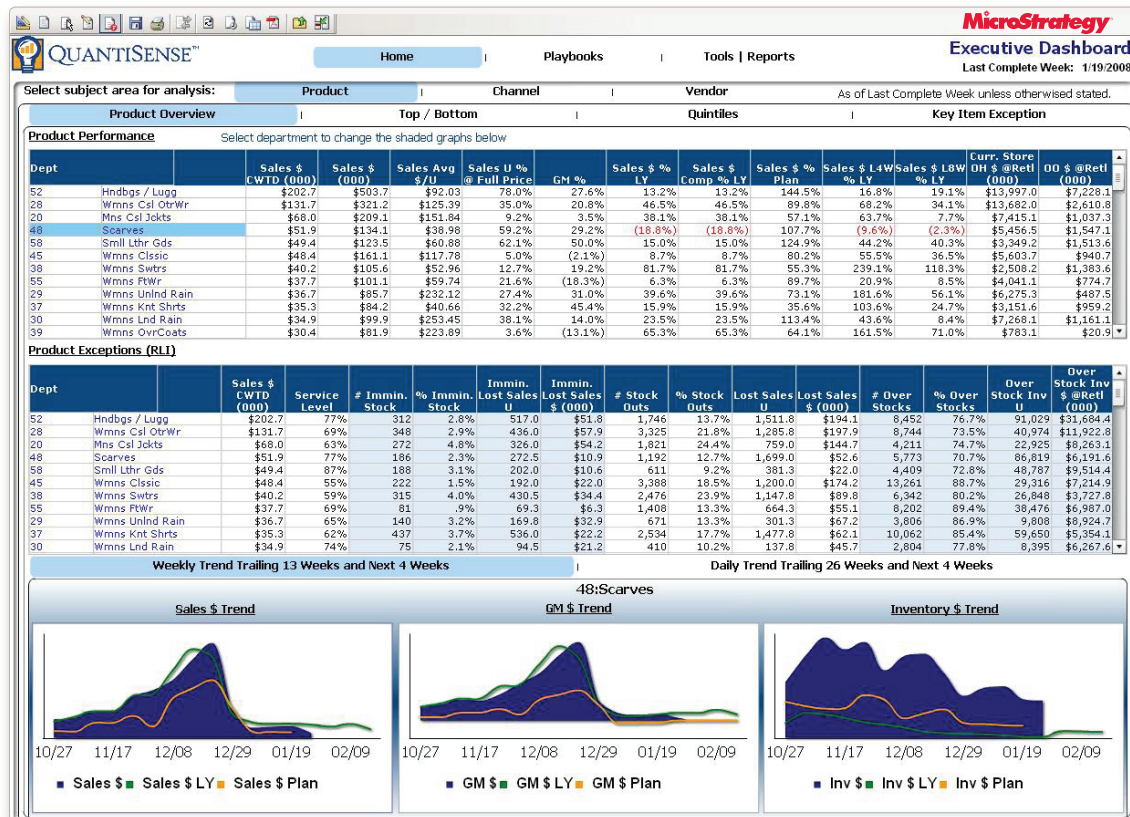
"QuantiSense and MicroStrategy delivered on our expectations – and more – in 100 days. The software intuitively drives our users towards intelligent action. I've been working hands-on with the solution, and its flexibility and performance have allowed us to analyze and improve the key elements of our business that really make a difference to our customers."

– Dennis Herrreich, COO, Casual Male

"QuantiSense and MicroStrategy have a deep understanding of both retail and business intelligence – something that sets them apart in the BI industry. The combined application enables Casual Male to fully leverage all of our IT systems, by gleaming valuable insights from data and helping our retail professionals make better, more informed decisions."

– Jack McKinney, CIO, Casual Male

Dashboards Provide At-a-glance Insights into Casual Male Sales Performance



For more information on the combined solution from MicroStrategy and QuantiSense, contact us today.

COLL-0826 0808

MicroStrategy Incorporated • 1861 International Drive • McLean, VA 22102 • 703.848.8600
www.microstrategy.com • Copyright ©2008. All rights reserved.

