
REGION
Global

USE CASE
Retail

COMPANY SIZE
Enterprise

PERRY ELLIS

The Challenge

- Inventory visibility is an identified barrier directly impacting sales.

The Target

- Need to receive, cycle count, ship, and complete inventory management capability to PEI, with the ability to utilize data to drive increased sales by having the right product in the right place at the right time.

Industry analysts tell the story:

60%

Current inventory accuracy in retail stores

33%

Of retailers operate with full cross-channel inventory between DCs & stores

46%

Of supply chain executives consider data quality & accuracy questionable

BarTender Track & Trace achieves inventory accuracy for Perry Ellis retail stores

Building a better retail supply chain with item-level traceability solutions

Like many major retailers, Perry Ellis International (PEI) faced significant sales disruptions during the pandemic. Globally, brands across the retail spectrum endured sales declines ranging from 20% to as high as 89%, reflecting an impact similar to a deep recession. As with the broader retail sector, leadership at Perry Ellis quickly shifted focus to business recovery, with a top priority of regaining strength in their omnichannel sales performance.

As a global lifestyle company with a diverse and powerful portfolio of well-known brands, Perry Ellis recognized the critical importance of precise, real-time inventory visibility. The company's vision was clear: to ensure inventory accuracy both inside their physical retail stores and across their omnichannel operations. By doing so, they could boost sales, reduce out-of-stock situations, and ensure customers could always find the products they wanted—whether shopping online or in person.

Taking action, driving visibility, delivering results

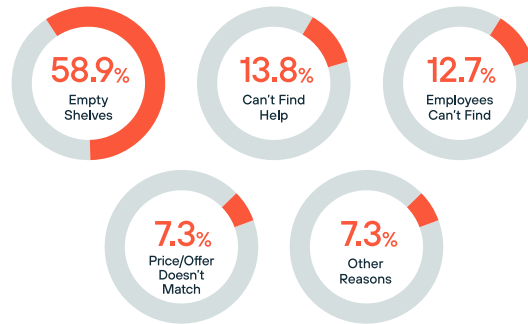
To bring this vision to life, Perry Ellis partnered with BarTender, leveraging its expertise in RFID-based solutions and inventory intelligence. The initiative began with integrating BarTender Track & Trace into PEI's existing ERP system, creating a seamless flow of inventory data across their ecosystem. BarTender deployed fixed RFID readers in 11 pilot Perry Ellis stores, providing continuous, wall-to-wall coverage that enabled real-time tracking of apparel location and inventory counts inside the store environment.

"At the time of sale for any product, the built-in integration with our store platform uses the RFID system to tell us what's in the inventory so it knows it's not lost or missing."

SANDEEP BAGHEL
VP of Information Systems
Perry Ellis

Why customers leave without buying

SOURCE: IHL GROUP



Reasons other than price was too high

As the project scaled, Perry Ellis expanded the Retail SaaS environment by installing additional POE hardware at store entry points, further enhancing the granularity and accuracy of their real-time visibility. The collaboration between BarTender and PEI also included migrating the solution to BarTender's Track & Trace platform, backed by Google's powerful data cloud. Google's cloud platform, infused with AI capabilities, delivered unmatched speed, scalability, and security—accelerating PEI's transition into a truly data-driven retail operation.

Upon full implementation, Perry Ellis transitioned from fixed RFID infrastructure to handheld RFID readers in all its US retail stores, providing flexibility while maintaining high-frequency inventory visibility. This breakthrough resulted in achieving near-perfect real-time inventory accuracy, eliminating one of the key barriers that had historically constrained sales: not knowing what products were available and where they were at any given moment.

Inventory visibility is achieved, removing the barrier directly impacting sales.

A standout success of this transformation has been the heightened engagement of store associates. With real-time visibility tools at their fingertips, staff members experienced increased job satisfaction as they could confidently serve customers—whether helping them locate products in-store or fulfilling online orders quickly and accurately. This empowerment has directly contributed to enhanced customer experiences and greater loyalty.

The overall business benefits have been substantial. Sales and conversion rates have improved thanks to the ability to ensure the right product is always in the right place at the right time. Store cycle counting frequency skyrocketed from just once a year to once a week, reinforcing inventory accuracy and keeping stock levels optimized. Management now enjoys unprecedented visibility into inventory states at each store, enabling proactive decision-making and agile response to demand shifts.

BarTender Track & Trace has provided Perry Ellis with a comprehensive inventory management solution—covering receiving, cycle counting, shipping, and more—all driven by real-time data. This capability is not just a back-end improvement; it's a front-line sales driver, ensuring that customers never have to leave empty-handed and that every sales opportunity is captured.