G-STAR RAW
DENIMWALL LEVERAGES RFID AT G-STAR RAW STORE

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Denimwall Inc.
About Denimwall

- First North American G-STAR franchise
- Mono-brand fashion denim, apparel and accessories
- Currently operate 6 stores in NYC, Miami, Chicago, Boston with plan for 10+ new stores
- Stores are ~2000sf plus backstock and carry ~5000 items
- Small staff, no IT department and no prior RFID experience
- Probably not who you would expect to be presenting an RFID success story 😊
Project Impetus

• Implementation of website order fulfillment from stores put spotlight on fill rate and response time - need for inventory accuracy and ability to locate items

• Remote management and monitoring measures needed to support growing number of stores
  – Receiving & display plan compliance
  – Streamline replenishment & monitor performance
  – Shrink identification & monitoring
Why Pilot RFID?

• Aware of RFID projects at larger retailers like Macy’s and American Apparel
  – Perceived it would be expensive
  – Understood there would be a need for frequent RFID hand-scanning to achieve increased accuracy
  – Believed we must first have RFID source tagging

• RIoT proposed a solution where items could be easily tagged in-store and overhead smartsensors would automatically track all items without hand-scanning

• They had our attention 😊
Targeted Use Cases

• Increased inventory accuracy & locatability to improve web-order fill rates
• Empower easier replenishment to increase sales floor availability resulting in increased sales and decreased markdowns
• Daily detailed notification of shrink to help LP efforts
• Ability to remotely monitor store performance
• Enriched customer experience
Project Video
Solution Highlights

• In-store tagging
• Overhead sensors continuously monitor items & location
• POS sensor for fast accurate checkout
• EAS sensor for exit monitoring
• BYOD mobile app empowers staff for lookup, replen, etc.
• Management console for remote performance monitoring
• Engaging interactive customer experience wall
RFID Tagging

• Simple in-store tagging for pilot to start
  – Apply an RFID label
  – Place the item on the encoding station
  – Scan the barcode

• Tagging is moving up to DC for roll out and eventually to source
Overhead Sensors

- Trialed both Intel RSP & Impinj ItemSense
- Sensors continuously monitor all items including location with 98%+ accuracy
- Virtually no need for hand scanners
- Mobile app displays clarification list of items expected but not seen in last 24 hours. Employees spend 15 minutes a day to check these items
- Eliminated traditional physical inventory
POS Sensor

- POS counter sensor
- Folded items are placed over sensor
- Press POS scan button and items are instantly added to the screen
- Faster and more accurate
- Adding return authorization (to see if item ever sold)
EAS Sensor

- EAS sensor mounted at exit
- Detects if items exiting the store are sold
- Mobile app notifies employees of unsold items with picture of item
- System tracks item, date, time and triggers replenishment if needed (don’t lose twice)
- Exit alarm option (currently using hard tags too)
Mobile App

- BYOD mobile app for iOS and Android is installed on employees personal phone and also have a few iTouches available
- App features lookup, locate, replenishment, EAS, clarify, etc.
- Keeps staff with customers
- RFID definitively identifies stock, replenishment, etc.
Management Console

- Remote performance monitoring
  - Replenishment performance
  - Receiving new stock to floor
  - Display plan compliance
  - Shrink events
- Previously no way to monitor other than store visits
- Moving the needle on these age old issues boosts profit
CustX Wall

• Display wall features interactive wardrobe match maker
• Items carried by customer trigger suggestions from in-store and online merchandise
• Employees can mix and match selections and then transfer them to their mobile device for follow-up
• Adding fitting room option
Results

• Transformational
  – Sales floor absences decreased from 50+ to nearly zero
  – Inventory accuracy increased to nearly 100%
  – Eliminated traditional physical count and cycle counts
  – Daily identification of shrink
  – First time ever ability to monitor remote store performance
  – Ability to do definitive item lookups and locate has improved web-order fill rates (as well as in-store service)
  – Staff love mobile app which empowers them to better assist customers and streamlines daily tasks

• Easy decision to move forward
RIoT Insight

• Relied heavily on our technology partner RIoT Insight
• Independent experts in overhead sensor technology
• Focused on making RFID technology practical and affordable for average retailers
• RIoT is independent, impartial and continually assessing new technology on our behalf
Project Partners
Discussion

• Questions?
• Follow-up

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