

## Christopher & Banks minimized markdowns with Oracle Retail Predictive Application Server

### Motion International implements Oracle RPAS

Motion International leveraged its retail expertise during the Oracle Retail Predictive Server implementation in Christopher and Banks.

Motion International has a proprietary complete methodology, RapidMotion™ Methodology, to successfully deliver the project.



#### Christopher and Banks

Christopher & Banks serves as proof that in apparel retailing, a solid merchandising concept and a quality product are the foundations of success. In fact, the \$600 million retailer has ridden its baby boomer-focused merchandising concept to steady growth, boasting 825 mall-based stores across its Christopher & Banks, C.J. Banks, and Acorn brands. No one within the company's management would argue that anything other than merchandising strategy has been responsible for the company's expansion.

Until the fall of 2007, Christopher & Banks' merchandising and allocation decisions were made with little more scientific help than an Excel spreadsheet and some rudimentary query tools. The retailer's merchandise strategy has resulted in a mix that's well enough received by its target consumer to drive continuous year-over-year top line sales.

*"We could see some trends, but we couldn't get very granular in our allocation effort."*

*Steve Danker*

*Vice President, Christopher and Banks*

But a lack of scientific protocol in the order management and allocation departments has historically resulted in rampant, margin-eating overstocks and markdowns, which hit the profit line quite hard.

### Benefits from Oracle Retail adoption

Markdowns were negatively impacting profits at 825-store Christopher & Banks. Merchandise planning and allocation software are solving the problem.

The first order of business was to build a data warehouse to feed Christopher & Banks' planning application RPAS tool allows merchandise planners and financial professionals to build information 'cubes' that simulate buying, allocation, markdown,

margin, and profit scenarios. These scenarios help the retailer optimize buying and pricing decisions in its effort to maximize profit. Aside from ensuring it's not out of stock on a particular SKU in one location and taking massive markdowns on that SKU at another, the retailer can also see now which combinations of SKUs are driving complementary sales at which stores and plan its assortments and allocation accordingly.

*"We didn't do well to avoid situations where a customer looking for a certain sweater in one store found an empty shelf, when a neighboring store had the sweater marked down 70% because nobody there was buying it"*

*Steve Danker*

*Vice President, Christopher and Banks*

### Project scope

- Design, build, test, and deployment into a Oracle RPAS Production environment, Christopher and Banks Oracle Retail System modules specifically:

**Oracle Retail Allocation**

**Oracle Retail Item Planning**

**Oracle Retail Assortment Planning**

**Oracle Retail Merchandise Financial Planning**

- Project Management of all phases of RapidMotion Methodology
- Developing and Delivering End-User Training

Christopher & Banks Corporation is a Minneapolis, Minnesota based specialty retailer of women's apparel. As of June 8, 2007 the company operated 825 stores in 46 states under the Christopher & Banks, C.J. Banks, and Acorn names. Christopher & Banks is publicly traded on the New York Stock Exchange under the ticker symbol CBK

christopher&banks™



Motion International is a leading provider of Oracle Applications solutions, offering strategic planning, project management, business analysis and Oracle technical services, such as development, database administration and technical architecture.

Headquartered in Minneapolis, Motion has offices in Milano and London, and has delivered Oracle projects on five continents. Its primary customers are mid-market manufacturers, retailers and telecommunications companies with global outreaches.

