

# Chico's Empowers Retail Business with SAP

## Capgemini collaborates with Chico's to implement and integrate SAP Retail with legacy systems for its Soma brand of stores

### The Situation

Florida-based Chico's is one of the fastest-growing retailers in the U.S. with revenues of \$1.7 billion. Chico's offers a diverse product range to meet the needs of a variety of customers, comprising women across age groups. It operates some 954 women's specialty stores in 48 states, and is looking at (new store) square footage growth opportunities.

The diversity of its product portfolio coupled with rapid growth and success made management a complex task. Chico's needed the flexibility to create promotional price changes in its diverse product portfolio and modify it over time as new colors/sizes were added to assortments. The retailer began to look for a holistic solution that could help effectively manage pricing, promotion and non-sales processes and reduce overall complexity in its business.

### The Solution

The specialty retailer determined that its needs would be fulfilled by implementing SAP Retail with Capgemini's expertise.

### The Result

Working in close collaboration with Chico's, Capgemini ensured that SAP Retail fulfilled the specialty retailer's requirement of having the flexibility to create and modify prices under various promotional schemes. The solution also delivers pricing, promotion and non-sales processes to and from the POS devices. Capgemini enhanced the standard SAP Article Master—the main source of data on articles in a company—to adapt to Chico's specific product attributes (size scales, color codes, size codes and ranges, style attributes, etc.).

“The Capgemini team repeatedly resolved high-risk and high-impact issues and concerns and provided invaluable subject matter expertise and direction.”

Gary King,  
CIO,  
Chico's



This has fulfilled Chico's needs to uniquely set up, maintain and distribute the Article Master for its business.

The solution also satisfied Chico's need to more easily move merchandise from one store to another, or send merchandise back to the distribution center.

### How Chico's and Capgemini Worked Together

The complexity in Chico's retail business stems from various factors, chief among them being its large number of retail outlets spread across the U.S., and its diverse product and customer portfolios.

Product and customer segmentation include:

- **WH | BM brand:** Focuses on women who are 25 years old and up, who lead active work and social lives.
- **Chico's brand:** Sells exclusively designed, private branded clothing focusing on fashion-conscious women 35 and over with a moderate to high income level.
- **Soma brand:** Sells exclusively designed private branded intimate apparel, sleepwear and active wear, primarily aimed at customers with the same age and income level as customers of the Chico's brand.
- **Ancillary:** Complementary accessories and other non-clothing gift items.

After an extensive analysis, it was decided to implement SAP Retail for the retailer's Soma brand first—as a pilot—to gain learning from the implementation before rolling it out to its Chico's and White House | Black Market (WH | BM) stores.

Capgemini resources worked closely in a team environment with Chico's and several other consulting firms including SAP Retail consulting. The team was able to establish confidence

by rapidly understanding Chico's issues and presenting a collaborative solution, which fit its needs.

To accelerate deployment to other stores, Capgemini established a Center of Excellence, which provides the framework for success after the go-live. The Capgemini team provided strategy, execution and delivery for:

- Point-of-Sale (POS) System processes
- Fulfillment System processes
- E-Commerce System processes
- Master Data Maintenance System processes and their integration.

Experienced professionals from Capgemini designed and documented technical and functional specifications for the interfaces between SAP and the legacy applications (PkMS, POS, Mozart, PDS and Peak) at Chico's. The documentation ensured that the implementation proceeded smoothly, without disrupting existing services driven by legacy.

To allow Chico's in-house team to optimally manage and extract maximum benefits from the new solution, Capgemini trained the retailer's team on analytical problem-solving skills and implementation methodology.



### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and

collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs over 75,000 people worldwide and reported 2006 global revenues of 7.7 billion euros.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com).

Capgemini North America  
Consumer Products & Retail  
Consulting & Technology Services  
SAP Retail Implementation and Integration

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In collaboration with



Chico's is a specialty retailer of private branded, sophisticated, casual-to-dressy clothing, intimates, complementary accessories, and other non-clothing gift items. The Company operates 954 women's specialty stores, including

stores in 48 states, the District of Columbia, the U.S. Virgin Islands and Puerto Rico operating under the Chico's, White House | Black Market and Soma Intimates. The Company has 568 Chico's front-line stores, 34 Chico's outlet stores, 269 White House | Black Market front-line stores, 17 White House | Black Market outlet stores, 58 Soma Intimates stores and 1 Soma Intimates outlet store.