



a new wave of **digital transformation**

A Mojix Retail Case Study

PERRY ELLIS



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www.mojix.com



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US Based Men's Private-label Fashion Retailer



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70 stores

2,000 sq ft, 500 sq ft stockroom

15,000 items, 97% of total, tagged at source

Dress shirts, dress pants, shoes, denim pants

Apparel tags from Avery Dennison



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PERRY ELLIS OBJECTIVES

Reduce Stockouts

Increase Revenue and Profit

Map Item Locations

Enable Buy Online Pickup in Store

Detect Events and Notify

Streamline Task Management



Fixed RFID Infrastructure Installation

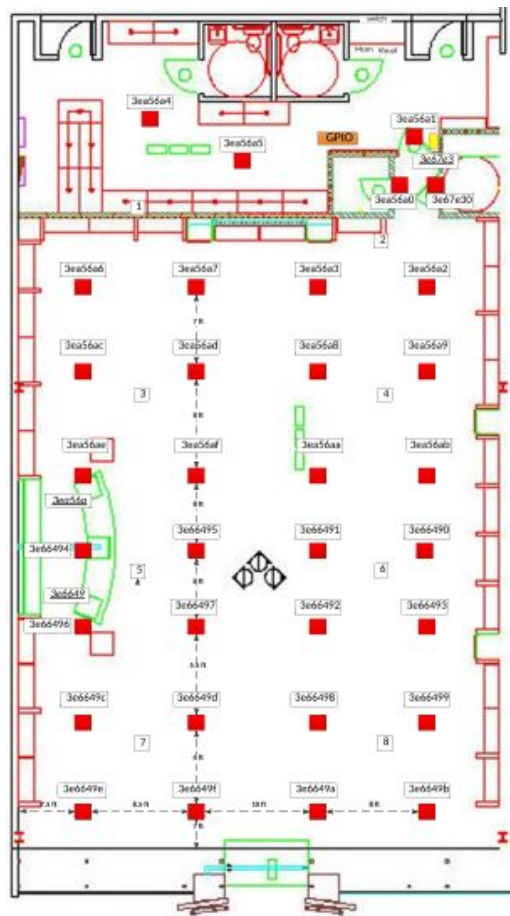
28 antennas to cover the 2000 sq ft sales floor

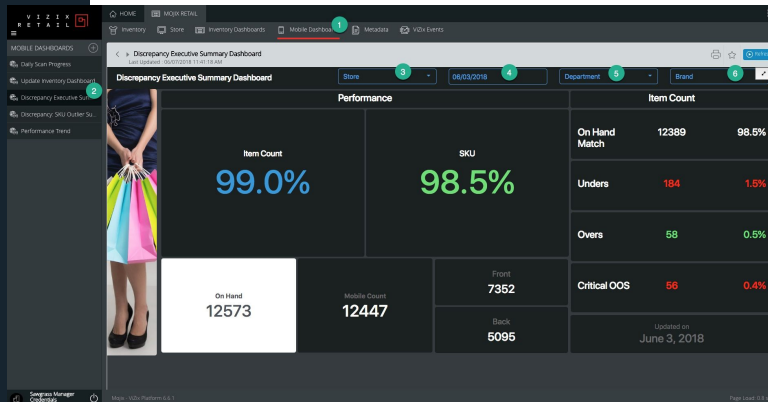
8 ft spacing

Mojix Reader located out of sight in the back room

One Ethernet drop and one AC power connection

Total installation time: 16 man-hours





Solution Performance

	Test type	Description	Samples	Goal	Results	Pass/Fail
1	Zone transition	From Stock Room to Sales Floor	354/350	98%	98.6%	Pass
2	Zone transition	From Sales Floor to Stock Room	349/350	98%	99.7%	Pass
3	Static location	Static Location (2.25 M radius)	1293/1408	90%	91.8%	Pass
4	Store inventory	Presence on Store Floor	1406/1408	98%	99.9%	Pass



Sales Lift and ROI

Criteria

Sales uplift comparison

RFID store vs control store

RFID depts vs non-RFID depts (same store)

RFID store vs control store

RFID: 27%

Control: 15%

Net: +12%

RFID dept vs control in RFID store

RFID: 12%

Control: 2%

Net: +10%

ROI Payback < 12 months



Thank you!