Industry Standard

High-End Clothing Boutique

RES Sets the Standard for Retail

Overview

Industry Standard is a high-end boutique specializing in designer denim and upscale urban clothing. This Columbus, Ohio store combines skate and hip-hop culture to create a unique style they define as "street couture." However, **Industry Standard's** style is not the only thing that sets them apart from other retailers. What is most exciting about this clothing store is that its opening marked a new age in retail technology - it became the first store to be run completely by RFID technology.

Solutions

Because **RES** was able to set up an RFID system at **Industry Standard's** creation, there was no prior system to change. However, what we found is that **Industry Standard's** system eliminates many of the common issues and inefficiencies experienced by most, if not all, retail stores. To create their system, **RES** combined two original solutions: **RES Retail Inventory Management Solution (RIMS)** and **RES Dressing Room Concierge**, a **RIMS** add-on.

RIMS implementation beings by stationing a number of RFID readers at strategic points around the store. Next, RFID tags are placed onto all store inventory. Each product's RFID tag is then scanned with an RFID reader and linked to its corresponding product information in the store's database. (If the store had been using barcoding/SKUs, the tag and barcode would be scanned and linked.) Once this step is finished, every tee shirt, pair of jeans, etc. is unique and identifiable in the system by RFID number, even if they are identical to another item (identical meaning they have the same color or size). This is very different from barcoding, where all items with the same style, size, color, etc. share the same SKU.

Once installed, Industry Standard saw the advantages of **RES's** system immediately. The combination of RFID technology and **RES's RIMS** software allows for huge improvements in the efficiency of many common store processes, one being the checkout process. Simply place all items on the counter, press a single button, and within seconds, an RFID reader at the counter rings up all of the items. Then, once the transaction is complete, the items are marked as "sold" in the database.

Dominic Petrozzi, Co-Owner
Industry Standard

"**RIMS** is the only system on the market that provides an end-to-end solution – starting from your vendors, to your bag carrying customers. Furthermore, **RES** systems enable our customers to view detailed product information, request assistance, and even post product links to social networks, such as Facebook and Twitter. Our customers have been simply amazed and have come to expect this kind of service everywhere."

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Solutions cont.

RFID readers at the exits prevent theft by scanning the items as they pass, communicating with the database, and then checking each item's status. If an item's status is not "sold," an alarm sounds.

With **RIMS**, inventories are taken quickly and easily by waving a handheld RFID reader across clothing shelves and racks. This can be done quickly, easily, and with 100% accuracy, as it eliminates the chance for human error. The handheld reader can also be used to find missing items. Just enter the missing item's unique RFID number into the handheld and walk with it around the store. When you get close to the item, the handheld alerts you to its location by emitting a beeping sound.

Industry Standard system also includes the **Dressing Room Concierge**, an add-on to the **RIMS** system that allows store employees to keep track of inventory taken into the dressing rooms. When an item is brought into the dressing room, its RFID tag is scanned and an alert is sent to the store's system. Employees are immediately able to recognize what merchandise has been taken into what dressing room and can view the item's product information - size, color, style, etc.

Based on the merchandise brought into the dressing room, the system then makes recommendations on similar items to complete the look. The items and outfits instantly appear on an interactive Smart Screens located inside of each dressing room. Customers can use the Smart Screen to learn more about their items, view available sizes/colors, read product reviews, and even request employee assistance.

Last but not least, the **Dressing Room Concierge** features an innovative, Socialized Shopping experience. Customers have the option to post photos of merchandise, or even themselves wearing the merchandise, to their Facebook and/or Twitter accounts.

Ongoing Benefits

The following were determined by comparing the results of **Industry Standard's** system against those of other commonly used retail operating systems.

- Inventories of the 3000 sq. ft. store are taken with 100% accuracy in only 22 min.

- Automated checkouts increase efficiency & eliminate POS mistakes.

- 100% system accuracy seen on product location /quantity/item type.

- RFID prevents internal & external shrinkage.

- A personalized customer experience sets the store apart from competitors.

Contact us today to schedule your consultation!

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