

NAU and iQ4bis: Balancing Performance, Sustainability, & the Bottom Line



A STRATEGIC PURCHASE

Nau is a start-up technical and lifestyle outdoor apparel company with a design philosophy blending beauty, performance and sustainability, and a commitment to creating positive change. Nau sells its clothing line through its own retail stores online at www.nau.com.

Nau chose iQ4bis as an early, strategic IT purchase and implementation. “The IT group in many start-ups often spends early focus on infrastructure and other considerations, thinking they’ll deal with the need for reporting later,” says CIO Richard Hays. “I’ve never seen that approach succeed. We viewed an early implementation of iQ4bis as strategic, knowing it would deliver visibility of the information in our central data bank, and enable the

responsive decision making that would help us meet our dual objectives of fast growth and control.”

ENABLING RESPONSIVE MERCHANDISING DECISIONS

Nau’s GM for Merchandising and Planning, Jolynn Ovington, illustrates how iQ4bis helps her team remain agile: “iQ4bis lets us look at how a particular style is selling in each store, or in each channel, or if the style is moving in one and not the other. With that information, we can move quickly to put together action plans, make adjustments, and put a fix in place. We can call a store, and investigate conditions. Maybe a store that’s selling well has the item featured in a window—we can now make that change in our other locations. The visibility that iQ4bis delivers allows us to be that responsive.”

NAU Uses iQ4bis to Achieve Fast Growth and Control

BUSINESS CHALLENGES

- Obtain timely reports of sales results
- Analyze trends for new product developments
- Optimize pricing and discounting policies
- Respond faster to store-by-store merchandising patterns

BUSINESS RESULTS

- Rapid analysis of sales results overall and store-by-store
- Facilitated trend analysis for seasonal product planning
- Ability to analyze pricing and discounting performance
- Quickly take action to maximize revenue and support merchandising programs

WHO USES iQ4bis IN NAU

- IT Group
- Finance
- Merchandising
- Product Planning
- Sales

BENEFITS FOR NAU

- Rapid analysis of sales results overall and store-by-store
- Facilitates trend analysis for seasonal product planning
- Able to analyze pricing and discounting performance
- Quickly take action to maximize revenue and support merchandising programs

ASSOCIATED PLATFORM

- NauServices, internal consolidation of POS, web store, and inventory data
- Counterpoint POS database

iQ4bis VIEWS

- Orders
- Point of Sale
- Sell Through

KEY REASONS NAU SELECTED iQ4bis

- Provides visibility into company data
- Enable users to meet their own reporting requirements
- Ease of use
- Quick implementation

Integrated with data coming from Nau's sales channels, iQ4bis delivers the latest sales and merchandising information. Ovington says, "I pull data from iQ4bis literally up to the minute before I walk into planning meetings. Such immediate

"With the information we get from iQ4bis, we can move quickly to put together action plans, make adjustments, and put a fix in place."

*Jolynn Ovington,
GM Merchandising
and Planning,
NAU*

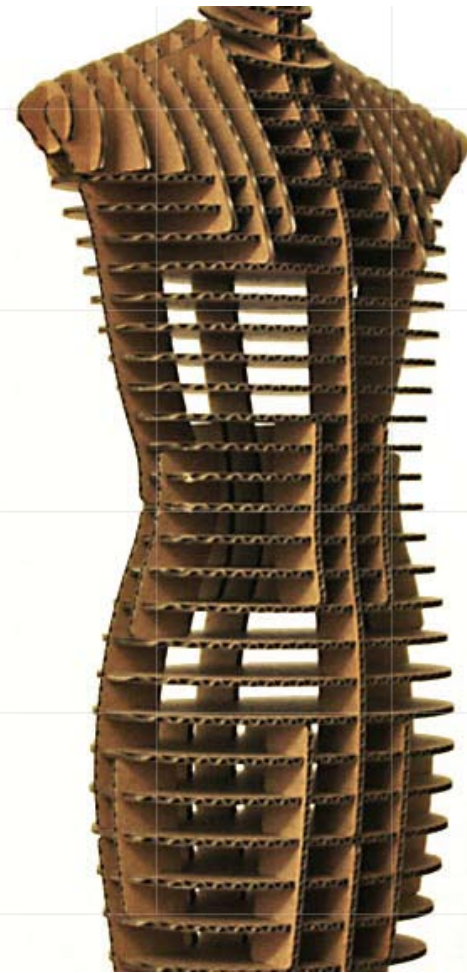
access to our information lets us fine-tune production plans, and ramp up to capture revenue, or ramp down to avoid losers. For example, we had a category that we had decided

to walk away from entirely, until the numbers from iQ4bis helped us realize that the category was actually a major seller for us. I also use iQ4bis to evaluate pricing and discounting performance, sales trends for planning my next product lines, and sometimes on a minute-by-minute basis, to figure out how I can maximize revenue and the impact of our merchandising efforts."

USERS LEAD THEMSELVES THROUGH THE DATA

CFO Dean Porter came to Nau from an internationally-known sporting apparel company. "There," Porter says, "the reporting capabilities were traditional, structured, static, and so cumbersome that you usually needed a systems person to help get the data you needed. Here with iQ4bis, users can lead themselves through the data to the answers that enable better, faster decisions. That is its power."

CIO Hays says, "I've managed business units with lots of different types of reporting systems. iQ4bis is simply the best. The power and ease of getting the information you need is better with iQ4bis than any of the others."



"I've managed business units with lots of different types of reporting systems. The power and ease of getting the information you need is better with iQ4bis than any of the others."

*Richard Hays,
CIO,
NAU*