

# Case Study

Delivering on Promises



*Brooks Brothers*

## **“Trying to think a little differently was a challenge.”**

When Loss Prevention at Brooks Brothers suggested a change in how the company handled physical inventory counts, Store Operations was skeptical. In fact, Brooks Brothers had never even heard of self-scan. They had used a third-party provider for years to help them get through their store counts.

Brooks Brothers, an American icon, prides itself as the country's oldest clothing retailer upholding its traditions and values for nearly two centuries. But after committing to a test inventory cycle with Datascan, the Store Operations team was impressed. Datascan's inventory process proved to be quite flexible for the stores at Brooks Brothers. In fact, they were able to schedule counts according to what was going on in their stores and what might be convenient for them. This was a huge plus for Brooks Brothers. The large retail chain was accustomed to going through inventory at the most inconvenient times which was typically scheduled by the inventory provider. The flexibility of the Datascan system was a welcomed change.

As time passed, Brooks Brothers continued to work with Datascan and was amazed by the Datascan self-scan solution. They were still skeptical, but could not deny the ease-of-use of the scanners at the store level. Custom training was also implemented for Brooks Brothers by Datascan which helped prepare and train store associates for an upcoming inventory count. Overcoming any small challenges was also made simple for the stores by the customer service team at Datascan who worked to help Brooks Brothers achieve a successful inventory count each time.

**“The pricing with Datascan has been phenomenal and the sales and customer service teams have been more than helpful during our counts. Switching to Datascan has been a big win for us.”**

As an inventory count began, the ability for a store manager to see real-time reporting and recognize any missing items was invaluable. It was the perfect opportunity for the store to fix problems as they came up. The store associates loved using Datascan for their inventory counts. The process was much easier for them from beginning to end. Final shrink numbers are available within a much shorter time frame – from weeks with the 3rd party to just days now.

**“Having the stores be able to see their variance from the book count in the moment was amazing.”**

After Brooks Brothers decided Datascan was the correct self-scan solution for their stores, they enjoyed the fact that they were able to make a number of tweaks to their personalized inventory count and reporting system. Datascan was always able to deliver exactly what they needed from a system and reporting perspective. Brooks Brothers also learned over time that with Datascan, because they could provide finalized inventory counts so quickly, they could move their inventory closer to the end of the fiscal year. This meant less product to count resulting in a simpler inventory process and a more accurate count in the end. Today, because the partnership has gone so well between Brooks Brothers and Datascan, the company schedules over 200 store counts in the United States and Canada annually.

**DATASCAN.com**

2941 Trade Center Drive, Suite 100, Carrollton, TX 75007 | Phone 866-441-4848