



CASE STUDY

PVH Corp.

Leverages Mobile to Deliver a Better Customer Experience

Industry

Retail

Challenge

Enhance business operations and equip decision-makers with more timely sales information leveraging mobile technology in the field.

Results

- Developed and rapidly deployed mobile browser version of IBM i-based merchandising application
- Replaced static PDF reports with an end-to-end view of realtime sales data from any device at any time
- Provided real-time sales data to accelerate informed decision making.

Products

- Rocket® LegaSuite Web

Application

- Modernization

Company

PVH Corp., is one of the world's largest apparel companies. It owns and operates the prestigious Calvin Klein and Tommy Hilfiger brands around the globe. PVH is also the world's largest shirt and neckwear company, marketing a variety of well-known lines including Van Heusen, ZOD, ARROW, Bass, and G.H. Bass & Co., under their own distinctive brand names.

Challenge

The retail merchandising side of the company built their sales and forecasting applications on IBM i systems. As the business became increasingly focused on real-time numbers and data, PVH leveraged the Rocket® LegaSuite application modernization software to add a desktop graphical user interface. The new interface proved to be more intuitive for employees to use, enhancing productivity from the time of its deployment.

Following that successful implementation, executive management looked for additional efficiency gains by enabling its far-flung field employees to interact with the key sales applications from the mobile device of their choice. Rather than touch the IBM i technology at the core of their business, PVH focused on extending the technology for mobile access.

Solution

Based on its positive experience with Rocket, PVH again turned to Rocket LegaSuite technology. This time, the goal was to rapidly develop a mobile version of its merchandising application to deploy to the iPad Safari browser. Rocket LegaSuite tools are designed for organizations like PVH that need to extend and repurpose business-critical enterprise applications by modernizing them for web and mobile access. LegaSuite solutions offer a rapid, non-invasive way to deliver a better user experience—without the risks of rewriting code and potentially disrupting ongoing business operations.



Results

With LegaSuite, PVH enabled hundreds of district and regional managers and executives to access and update sales data on their iPads while in the field. The updated mobile application made it much easier for sales leaders to gauge sales trends and adjust inventory in a timely manner.

“Adoption of the mobile application spread like wildfire,” explained Jeff Lombardi, Director of Merchandising Systems at PVH. “You look at the app and you can’t tell that it’s from the back-end IBM i system. More importantly, managers and executives now have a much easier way to get real-time information in an easy-to-access and intuitive way to enable faster and more informed decision making.”

The mobile browser version of the application provided an end-to-end view of sales data. Rather than relying on the old method of static PDF reports distributed through email, district managers, regional managers, and executives could simply click a link on the mobile application, and drill down into the data to find the answers they needed.

Based on the success of its mobile merchandising application, PVH is continuing to look for opportunities to take further advantage of mobile technologies in its stores while providing a better employee and customer experience.

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Jeff Lombardi
Director of Merchandising Systems
PVH

 rocketsoftware.com
 info@rocketsoftware.com

 US: 1 855 577 4323
EMEA: 0800-520-0439
APAC: 612 9412 5400

 twitter.com/rocket

 www.linkedin.com/company/rocket-software

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 blog.rocketsoftware.com