



## Case Study: Tory Burch

An end-to-end MicroStrategy implementation



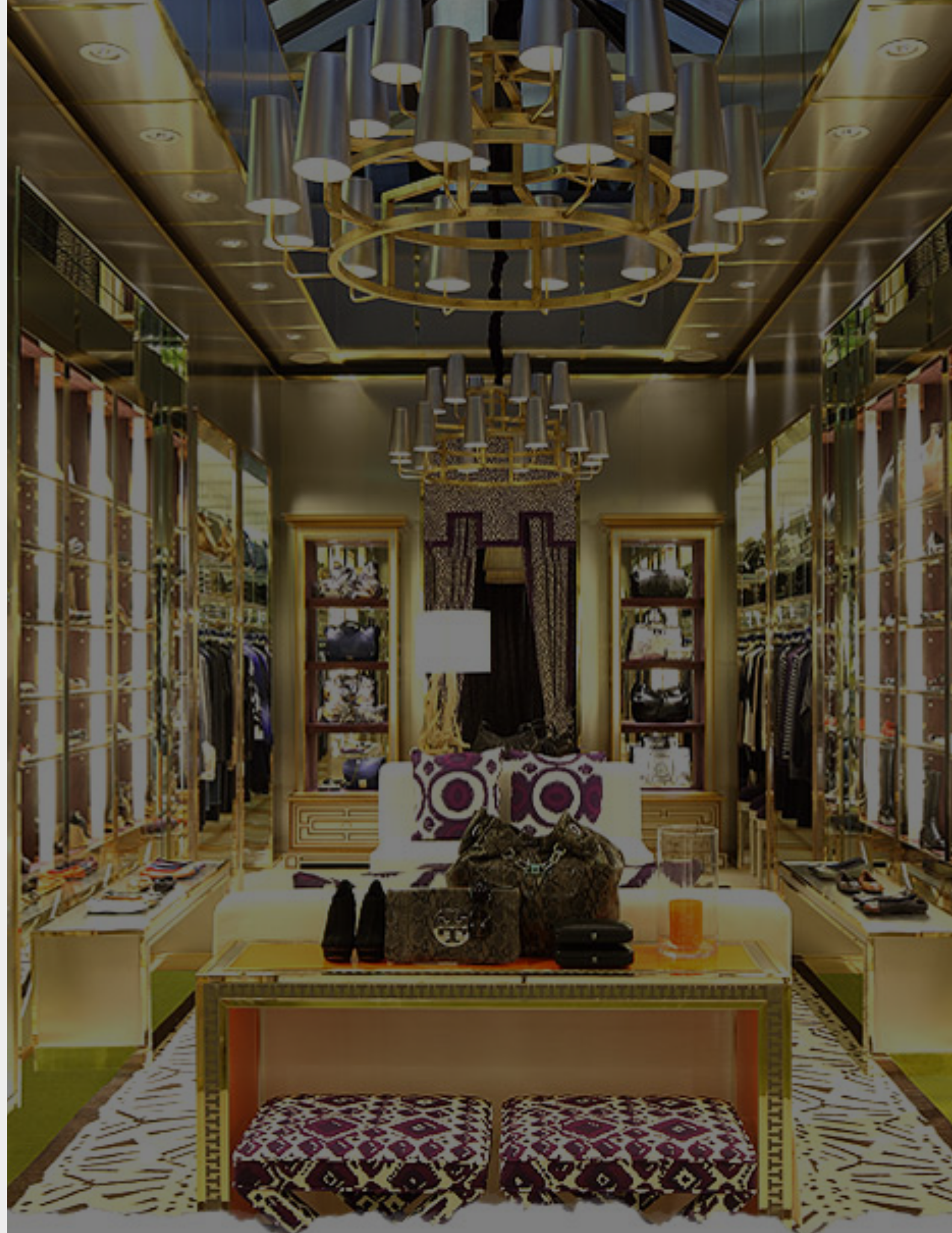


## Luxury products, smart management

To know the Tory Burch brand is to experience affordable opulence at its finest. Since 2004, the American lifestyle retailer has been delivering elegant, rich, ready-to-wear shoes, handbags, accessories, watches, and beauty products to customers worldwide.

The entire Tory Burch line captivates buyers who seek the look of effortless style – without an exorbitant price tag.

Managing a premier brand like Tory Burch takes not only top-quality products but also **keen attention to all aspects of its retail operations – using the most sophisticated technology available.**





# Must-have reporting

Managers at the regional and store level, as well as marketing and planning teams, needed a way to visualize things like:

- Product sales and promotions
- Merchandise returns
- Store-to-store comparisons
- Foot-traffic-to-buyer conversion rates
- Supply chain management

An essential part of their analysis was the ability to see all of this information **by store, by employee, and by product.**



# Shopping for solutions

Without this kind of reporting, Tory Burch's employees were forced to make decisions without all of the information. They needed help, and fast.

**Creating the right tools to solve business problems is more than just window dressing.**  
So Tory Burch came to Southport.

Our expertise in the retail industry makes it easy to trust us with their MicroStrategy implementation.  
**Our teams bring together technical and creative know-how to design and deliver meaningful, practical applications.**





## A tailored solution

Southport started with a data model “makeover” to make sure that the inputs were accurate and comprehensive. This process laid the foundation for the MicroStrategy implementation that would make a true difference for Tory Burch’s employees.

Continuing with our roadmap, we delivered both “pushed” reports – like Flash Sales figures – to deliver a daily overview of sales – as well as self-service reporting functionality. **Southport built powerful dashboards with myriad options for cutting and slicing the data to get the most accurate answers to the most urgent questions.**





## Runway-ready data

Tory Burch can now showcase a functional, effective reporting solution for its employees at all levels, highlighting global profit and loss as well as specific drill-down into product categories.

- Regional and store managers can track promotions and schedule sales to align with peak demand
- Financial teams can report on P&L, net revenues, and currency fluctuations
- Marketing teams can identify the most effective campaigns by region, product, design house
- Supply chain managers can quickly identify bottlenecks in their distribution points

**...and everyone can understand – with a simple click – how well each Tory Burch store, employee, and product is performing.**

Not only that, employees can create their own reports. Using the MicroStrategy platform, Southport has helped transform how this luxury lifestyle company approaches its business analysis.





## Access to data should not be a luxury

Southport built what the fashion industry might call a “couture” solution: a one-of-a-kind MicroStrategy platform that included a store operations management application, mobile options, dashboards, and custom reporting capabilities.

**Tory Burch uses our tools to help them focus on what they do best: designing modern, elegant, and accessible products.**







# Empowering retailers with inspired data solutions

## CONTACT US

Reach out today to see how Southport's  
retail experience can work for you.



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