

# The Right Size at The Right Store: Better Customer Experiences at ALDO Group



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## Analysts Rank SAS as a Leader in:

AI, ML, Data Science, Advanced and Predictive Analytics, Risk Mgt, Data Quality, Data Integration, Decisioning, Real-Time Marketing, Multichannel, Marketing, Customer Analytics, Fraud Detection and AML, Retail Analytics



46 Years

Business Analytics



27% Annual  
reinvestment in R&D

Recognized by **FAST COMPANY**  
as one of the most innovative  
companies in the world



12.500  
SAS Employees worldwide

sas

83.000+ Customer sites worldwide  
in 147 Countries

94% Annual customer  
retention rate



91 of the Top 100 companies  
on the Fortune 500 GLOBAL List

SAS is only vendor (8 years running) as  
a leader in Gartner's MQ for Data  
Science and ML Platforms



# SAS IN RETAIL & CONSUMER GOODS



**>1,400**

Retail & Consumer  
Goods customers  
worldwide



**Two Thirds**  
of the Fortune 500  
Retail companies use  
SAS

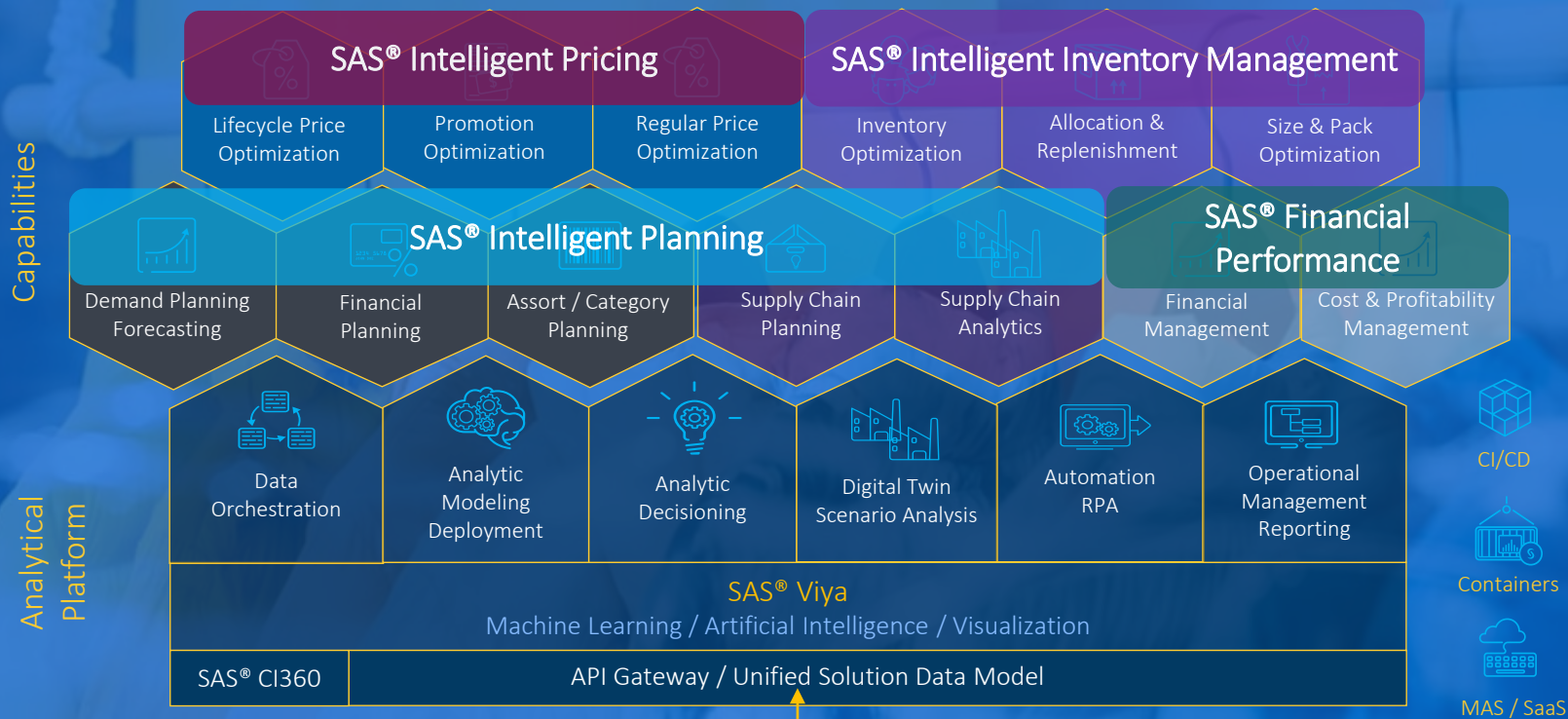


**Top 7**

CG companies use  
SAS Supply Chain  
analytics

# Retail, Consumer Goods, Supply Chain

## Industry Solution Platform





## Size Demand Profiling

- Accurate demand sense & shape bottoms-up plans to size level
- Robust analytical techniques of imputation & machine learning
- Automation to generate multi-level size demand profiles through product hierarchy & attribution



## Order Optimization

- Analytical automated profile look up
- Optimal pack configuration recommendations
- Automated consumption for production, buys & allocation / replenishment



## Visual Reporting

- Exception insights
- Collaboration
- Mobile capabilities

Key Components  
To Inventory Precision  
SAS® Size Optimization





**ALDO**  
GROUP

## 3 RETAIL BANNERS

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**ALDO**



**GLOBO**

## GLOBAL REACH

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1,500 stores



110 countries



5,500 associates in  
North America

# Business Challenge

- Having the right size at the right stores
- Simplify the supply chain



# Approach

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- Integrated and Holistic Approach
- Agile Tools for Delivery
- Upfront Data Education
- Pack Study

# Key Success Metrics

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- Measurable Increase in Packs
- Flowthrough Optimization
- Size Availability



# Change Management

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- Building a Solid Project Governance
- Involving Stakeholders
- Allowing Time for Maturity



# Benefits

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- More Time for Analysis
- Exceeded Prepack Goals
- Better Size Distribution
  - Extreme size availability



# Lessons Learned

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- IT Business Partnership
- Change Management
- Data, Data, Data...



# What's Next?

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- Expanding the use of AI and Data
- Being More Agile and Scalable
- Focusing on Business Value



# What's in store for the ALDO Group?



## Wholesale

New licensing agreements with Ted Baker and Brooks Brothers



## Sustainability

Striving for Net Zero carbon emissions by 2050



## Expansion

70+ new stores  
6 new markets  
3 new e-com sites





Thank you for attending!

