

# Customer Success Story

## Citi Trends Launches Buyers Mobile Application

### The Situation

Citi Trends is a value-priced retailer of urban fashion apparel, shoes, accessories and home décor for the entire family. Their merchandise offerings are designed to appeal to the preferences of fashion & value conscious consumers. Citi Trends buyers source merchandise from over 1600 vendors to deliver quality fashion product at outstanding value for their customers. Citi Trends' headquarters are located in Savannah, Georgia. In addition to the corporate office in Savannah, one distribution center in Darlington, South Carolina and another in Roland, Oklahoma, with buying offices in New York City and Los Angeles. They operate 506 stores in 29 states and employ approximately 4500 people.

Citi Trends were in need of a solution to make life easier for their buyers. When Citi Trends buyers did store visits they had to bring hard copies of sales data for each of the products they were responsible for. The reports were inconvenient to drag along and it was hard to find the relevant pieces of data needed to stock the stores and determine buying trends.

Lauzau and Associates is a premier consulting firm specializing in Retail and Island Pacific Software (Retail focus).

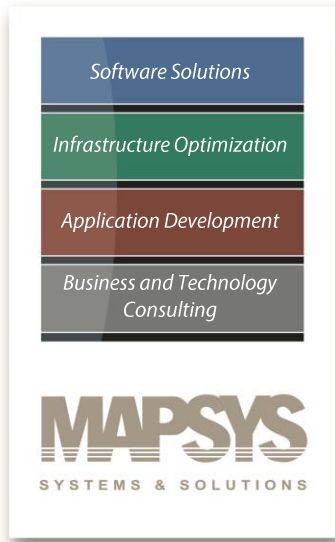
### The Solution

Lauzau and Associates and MAPSYS partnered to provide a solution to make the buyers' tasks quicker and more efficient. Citi Trends recommended having a mobile application that buyers could utilize to access relevant data on Apple devices providing a comprehensive and easy solution to end users.

### Results

MAPSYS, Lauzau and Associates and the team at Citi Trends successfully implemented a mobile application that accesses the pertinent data from Citi Trends ERP to provide accurate and up to date information from Citi Trends inventory system. Users can now scan a bar code of any product in a store and check sales data and inventory on hand. They can more accurately determine market patterns that are trending at any given time.

The mobile app allows the buyers to accurately order what is needed in their stores and to reduce the time and effort required to do so by over half. The buyers no longer have to sort through stacks and stacks of folders and paper to find the information now available at their fingertips.



### Key Highlights

#### Industry

Retail

#### Challenge

Citi Trends wanted to create a system to help buyers save time on inventory.

#### Solution

MAPSYS custom-designed mobile application for Apple interface.

#### Benefits

Buyers can now access needed information through a mobile device. Making it easier to replenish stores without having to carry around and navigate stacks of paper.



920 Michigan Avenue

Columbus, OH 43215

614.224.5193

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