MAPSYS
SYSTEMS & SOLUTIONS

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.

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.

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CITITRENDS

LauZau ASSOCIATES