

Optimizing retail inventory management from source to store



Executive Summary

Good American, a renowned fashion brand, sought to enhance its inventory management by meeting Nordstrom's RFID mandate and leveraging RFID technology across their wholesale, eCommerce, and retail channels. Partnering with Xemelgo, they implemented a comprehensive RFID solution that streamlined operations, improved inventory accuracy, and elevated customer satisfaction. Xemelgo's solution plays a crucial role throughout Good American's supply chain and retail operations—from quickly receiving source-tagged goods into their distribution center, to managing inventory in their stores, maintaining inventory accuracy in backend systems, and quickly locating items for customers. By enhancing efficiency at every stage, Xemelgo helps optimize Good American's supply chain from source to store.

Challenges

Good American faced several significant challenges in establishing an effective inventory management process across their rapidly growing operations:

- **Inefficient Manual Processes:** Traditional manual inventory checks are time-consuming and error prone, leading to discrepancies in stock levels.
- **RFID Compliance Requirements:** Wholesale partners required the implementation of RFID technology on inventory received from suppliers.
- **Operational Inefficiencies:** Limited real-time inventory visibility hindered effective stock management and customer service, making it difficult to accurately track and quickly locate items.

RFID INVENTORY MANAGEMENT

About GOOD AMERICAN

**GOOD
AMERICAN**

Founded in 2016 by Emma Grede and Khloé Kardashian, GOOD AMERICAN is a pioneering fashion brand dedicated to inclusivity and body positivity. The brand offers high-quality denim, tops, activewear, swimwear, and more, in an extensive size range from 00 to 32 Plus.

As a certified B-Corporation, GOOD AMERICAN is committed to sustainable practices and positive social impact, continuously innovating to meet the needs of its diverse customer base. Their mission is to celebrate all women and empower them with stylish, comfortable, and well-fitting clothing management.

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“We wanted to have a more seamless inventory management process.

That's ultimately why we went with Xemelgo”.

— Ja'Nell Moran, Retail Operations Manager



Solution

Good American implemented Xemelgo's RFID solution in their distribution center and across all their retail stores, with the goal of improving inventory accuracy and operational efficiency. Key aspects of the implementation include:

- **RFID Goods Receipt:** Source-tagged items with RFID are received at their warehouse and into stores using RFID scanners, ensuring seamless tracking from source to store.
- **Daily Cycle Counts:** Handheld RFID scanners facilitate daily cycle counts, providing real-time updates to inventory levels through Shopify integration.
- **Product Finder:** Items of a specific SKU, or unique EPC, are quickly located using RFID, enhancing both back-of-house and sales floor operations.
- **Transfer Kiosk:** Xemelgo's transfer kiosk enables associates to scan and update item locations throughout the day, maintaining real-time inventory accuracy between daily cycle counts.

Results

Wall-to-wall Inventory in 30 Minutes or Less

Daily cycle counts of 6,000 units at each retail store are now completed in 30 minutes or less. This efficiency saves time, avoids painstaking inventory audits, and frees up staff for other tasks.

100% Accurate On-Hand Inventory

Real-time inventory updates ensure accurate stock levels, reducing discrepancies and improving inventory management across all channels.

Elevated Customer Experience

Xemelgo helps ensure that Good American's on-hand inventory can be quickly located, providing a hassle-free customer shopping experience.

Conclusion

Good American's collaboration with Xemelgo has clearly demonstrated the transformative power of RFID technology in retail inventory management. By meeting mandate requirements and significantly improving operational efficiency, Xemelgo has not only streamlined Good American's inventory processes but also enhanced the overall customer experience. As Good American continues to expand, the partnership with Xemelgo will bring RFID benefits to more stores, ensuring accurate and efficient inventory management across all channels.

About Xemelgo on AWS

Xemelgo is at the forefront of retail innovation, offering cutting-edge solutions that streamline in-store and supply chain operations. Our advanced, user-friendly RFID and IoT technologies provide real-time visibility and efficiency, enhancing inventory management and customer satisfaction. Together, Xemelgo and AWS deliver scalable, secure, and cost-effective solutions tailored to the modern retailer. With Xemelgo on AWS, you can optimize your inventory from source to store, ensuring seamless operations and superior customer experiences.

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