Designer data solutions
Secrets to success for a premier luxury retailer

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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