

## OBJECTIVE

**Nine West** wanted to put mobile technology to work, beginning with holiday season 2012. In their wholly-owned stores, the goal was to increase sales, educate sales associates, and improve training. At the same time, the company hoped to go greener and become more efficient by substituting traditional paper materials with improved digital alternatives. Although there were high expectations, **Nine West** had less than 90 days to go from concept to deployment.

## APPLICATION

The women's shoe and handbag retailer rolled out an in-store iPad app that allows employees to:

- Show its Lookbook with style suggestions to customers
- Retrieve product and display information
- Place orders online from within the stores when merchandise is unavailable
- Access training materials efficiently

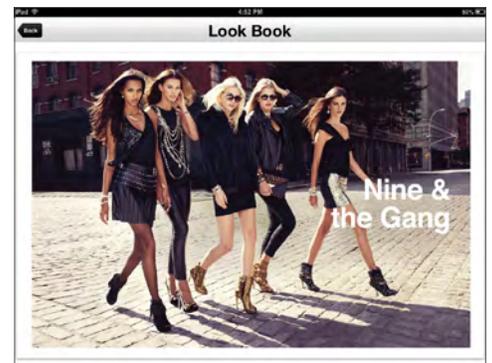
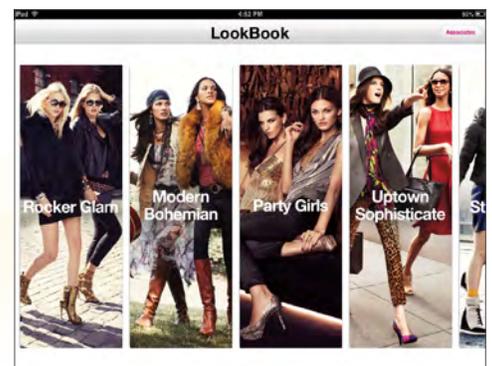
## RESULTS

With the 2012 holiday season complete, the initiative has been deemed a success!

- **Nine West** stores had their best Black Friday ever
- The app led to new sales records in more than 70 of its stores over Thanksgiving weekend.
- **Nine West** has eliminated the need for printed internal documents in stores.
- Since the app's launch, online traffic has doubled and the app now generates between 20% and 75% of daily transactions in stores equipped with the technology.
- The tight timeline was met: **EachScape** built the app in 6 weeks.

## WHAT'S NEXT?

- Using **EachScape's** app management capabilities, the company can easily update information without IT resources.
- In 2013, **Nine West** will launch phase two of the app, which will become the primary method by which store managers receive and interact with operations information, he says.
- **The Jones Group** is considering rolling out the program to its other brands.



**EachScape** is a customizable platform to build incredibly powerful apps. We offer a scalable solution to create and manage complete mobile portfolios, including integrated analytics, CMS and push notifications.

EachScape's clients' brands are among the most recognized in the world.

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