

# Case Study

Blue Skies Ahead



Tommy Bahama

Tommy Bahama, a brand synonymous with laid-back island life, was stressed out. The relaxed sportswear retailer was using an outside service for its physical inventory counts, and there was trouble in paradise.

Individual stores weren't happy with the arrangement, which required them to meet the vendor's scheduling demands. And corporate wasn't pleased with how much it was costing for a subpar solution. So they came to Datascan. In 2012, Tommy Bahama began testing Datascan's self-scan service in several stores. By 2013, they'd transitioned all 105 retail locations to self-scan.



Why make the switch? Control, for one thing. Hien Phan, Tommy Bahama Retail Inventory Specialist, explains, ***"With Datascan, we picked the dates and times that inventory would be conducted. It was always on our schedule, not someone else's."*** And Datascan never provides a one-size-fits-all, take-it-or-leave-it service. Each retailer is different and has different needs – many of which can change at the very last minute.

But like many retailers converting to self-scan process, Tommy Bahama had some initial anxiety about accuracy. Bari Joy Weinstock, Tommy Bahama Retail Accounting Manager, wondered, ***“Would our people know how to use the equipment? Would there be more errors because of the learning curve?”*** Datascan’s exceptional training (Phan likens it to “self-scanning for dummies”) and 24/7 support quickly put her fears to rest. Plus, self-scanning with Datascan allows incredible visibility into the process through real-time data flow, which meant that Tommy Bahama ***“could see any errors that were occurring and correct them early on. It really enabled us to be very proactive and avoid trouble down the road,”*** Weinstock explains.

In addition to improving accuracy, Tommy Bahama discovered that implementing the self-scan system in all of their stores was a breeze. ***“It takes no time at all to get the international teams prepared and training is simple. I had no idea it would work so well. It’s been a huge benefit to have one way of counting across the world! Once we started it was a no-brainer and so much more efficient than finding a service in each country.”***

In the end, Tommy Bahama found working with Datascan to be a breeze. Ease of scheduling, on-time delivery of equipment, above and beyond training, and a never say-never attitude – these all translated into an inventory experience that was actually relaxing. For Tommy Bahama, working with Datascan put minds at ease and smiles on faces. Kind of like a really good vacation.

**After having initially moved to Datascan for our US stores, we are now doing inventory counts in all of our international locations. It is working out very well.”**

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