



Outfitted for Success

In retail, predicting trends and proactively addressing cost pressures are essential. At national clothing retailer Casual Male, Lawson® Financials and Enterprise Reporting provide the needed insight to potentially save the company millions of dollars.

Recently, men's apparel retailer Designs, Inc. acquired Casual Male, a 471-store retailer of big and tall men's apparel. Since then, the company has been working to accommodate its rapid expansion, integrating Casual Male while also remaining focused on its core mission of lean operations, cost reductions and efficiency improvement.

While Designs, Inc. was a longtime Lawson customer, the larger entity, Casual Male, ran PeopleSoft on a mainframe. One of the first integration issues was the consolidation of the Designs, Inc. and Casual Male financials on a single system.

Lawson and PeopleSoft were compared head-to-head. The search criteria included reporting flexibility, the ability for the solution to provide long-term valuable functionality and, finally, cost of ownership.

Casual and Confident

Casual Male chose Lawson's Accounts Payable, General Ledger and Asset Management applications from the Lawson Financials Suite, as well as Enterprise Reporting, all running on the IBM iSeries (AS/400). The choice was based on Casual Male's confidence that Lawson would enable smooth system integration and also boost overall financial reporting with more speed and flexibility.

"Lawson is very flexible in terms of cost centers. We have many locations and we're able to get flexible reports that not only outline store profitability, but also cost center responsibility, allowing us to manage costs down to store level."

**Dennis Hernreich, Chief Financial Officer,
Casual Male Retail Group, Inc.**

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“Although we had been long-time Lawson users at Designs, Inc., we took the opportunity to take a fresh look at how we were using Lawson,” says Dennis Hernreich, chief financial officer, Casual Male. “In fact, we changed many of the conventions, such as account structures, that Designs was using.”

And, according to Hernreich, it was this type of planning and careful delineation of accounts structure prior to conversion that led to a smooth, on-time integration.

Better Financial Reporting

Lawson Financials integrates with Casual Male’s non-Lawson systems, including merchandising, sales data, inventory and payroll. Currently, about 20 users in its finance department use this integrated system for basic financial management and sophisticated reporting.

Enterprise Reporting has helped Casual Male create any type of report quickly and easily, giving it a tool that reaches into all of its appropriate systems to produce the unique reports they need.

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He adds, “The quicker you’ve got the right information, the better the decisions you make and the better direction you set. We could easily save \$2 million in a year’s time by being able to react more quickly.”

Casual Male also purchased the Lawson Human Resources Suite to bring payroll and benefits — currently outsourced — inside the organization, but implementation is scheduled for a future date when the company is better able to commit time and resources.

“In the meantime, Lawson provides a robust financial reporting system that handles our needs, including multiple cost centers and multiple locations,” says Hernreich. “It is an integral part of our growth.”

About Casual Male Retail Group, Inc.

Casual Male Retail Group, Inc. is the largest specialty retailer of big and tall men’s apparel, with over 470 locations throughout the United States and Puerto Rico, along with e-commerce and catalog operations.

www.casualmale.com