

IMPACT BRIEF

CLIENT:

David's Bridal
Sites Nationwide

DESCRIPTION:

Operating from over 400 retail locations in the United States, Canada and Puerto Rico, David's Bridal is the largest American bridal store chain. One in four American brides is dressed by David's Bridal.

CLIENT NEEDS:

Bricks and mortar retailers face tremendous and increasing competitive pressures from online alternatives available to today's consumers. Service can be the greatest differentiator for physical retailers to maintain market share and grow. Shoppers, and especially unique customers such as brides and their parties, expect attentive, expedient service from sales personnel equipped with the best tools possible. Several successful department stores such as Nordstrom have used iOS-enabled inventory systems to deliver instant information to the sales floor. This client determined the need to expand their use of technology to deliver the very best customer experience.

SOLUTION & IMPACTS:

A rollout of iPad Minis loaded with client's order forms, inventory system and intranet resources was completed in four days to meet client's deadline.

The mobile device management solution updates devices and wirelessly pushes resources as necessary. Now sales personnel in every store have instantaneous access to inventory, pricing and special order information to ensure that customers enjoy the absolute best in-store experience possible.

DAVID'S BRIDAL

SOLUTION SUMMARY:

PRODUCT & SERVICE MIX:
483 iPads

SALES PARTNER:
iBusiness Technologies
New York • Chicago • Philadelphia