

## FOR IMMEDIATE RELEASE

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## SKY IT GROUP QONNECTS LEADING MANUFACTURERS AND RETAILERS WITH STRATEGIC SALES ANALYSIS POWERED BY QLIKVIEW

Bernard Chaus, G-III Apparel Group, Maggy London, Theory and other manufacturers and retailers are improving merchandizing decisions and responding quickly to sales trends with SKYPAD Business Intelligence solution

**Radnor, PA (USA) – October 14, 2008** – In a tight economy, the ability to increase margins — even by a few points — can greatly affect a retailer’s profitability. That’s why Chaus, G-III Apparel Group, Maggy London, Theory and several other leading apparel manufacturers and retailers are using SKYPAD Business Intelligence, powered by QlikView. Integrating timely point-of-sale data directly with production and distribution data in visual dashboards, SKYPAD enables them to plan, adapt and move goods through the chain faster and better than ever before. For example, if the sales of a specific dress are high in Detroit and low in Miami, retailers and their suppliers can immediately react and move or discount the merchandise accordingly — without missing out on another day of the sales season.

In partnership with [QlikTech](#), the world’s fastest-growing Business Intelligence (BI) software vendor, [Sky IT Group](#), a privately held technology solution provider specializing in consumer goods, offers the analysis capabilities to gain merchandising and supply chain efficiencies with SKYPAD. Powered by QlikView’s visual analysis and data integration capabilities, SKYPAD provides manufacturers and retailers with KPI analysis and trends surrounding the sales performance of their goods at the retail point-of-sale level.

“Apparel is one of the most complex sectors within consumer goods. We have to manage thousands of SKUs according to style, color, size, season, outlet and more – and all within a very limited selling period. Having our information available visually, with drill downs to the exact item in the exact location in the product line, store, region or any other variable, allows us not only to be more effective within our own business, it also makes us a tremendously valuable partner to our retail customers,” said Ed Eskew, CTO at Bernard Chaus, Inc.

Like Bernard Chaus, Inc., companies using SKYPAD, powered by QlikView, are able to move merchandise and replenish merchandise faster, compare profit margins among different retail outlets, improve promotional programs based on selling trends and gain visibility among hundreds of divisions and brands. Among them:

- For Bernard Chaus, Inc., which designs, sources and markets an extensive range of women's career and casual sportswear, principally under the Josephine Chaus trademark, SKYPAD, powered by QlikView, has enabled the company to reach previously unattainable heights of supply chain visibility while dramatically enhancing its vendor-managed inventory program. In immediately identifying slow-selling items, the tool allows the company to more aggressively discount to ultimately improve sell-through results. Chaus can now monitor hot, swiftly moving items and replenish them or contact the stores proactively to attempt additional sales. As a result, inventory turns have greatly improved.
- Theory, a designer and producer of modern clothing for women and men, is using SKYPAD, powered by QlikView, to analyze sell-through information from their retail customers and from company-owned stores. Theory sales and merchandise executives compare trends and analyze the difference in profit margins between clothing sold through each channel. Based on this intelligence, the company can develop appropriate merchandising plans for the two different types of outlets and ultimately increase sales.
- Because Maggy London International Ltd., the leading better dress, suit and separates brand in America, has such wide network of retailers, the company's sheer volume of data and products made it challenging to obtain meaningful point-of-sale analysis. With SKYPAD, powered by QlikView, Maggy London has better visibility and control over its supply chain and has been able to improve merchandising and allocation.

- G-III Apparel Group, Ltd., a leading manufacturer and distributor of outerwear and sportswear under brands such as Wilsons Leather, Calvin Klein, Kenneth Cole, IZOD, Tommy Hilfiger, Levi's and Dockers, is using SKYPAD, powered by QlikView, to recognize and address sales trends within its various divisions and brands. Through automated, timely and secure distribution of personalized analysis and dashboards, users have access only to the data and analysis to which they are authorized. Executive management has a single view of the latest point-of-sale data across all divisions, enabling them to make better, faster decisions and address any issues immediately.

“SKYPAD is an ideal solution for retailers that want access to powerful and intuitive software without the burden of having to manage the underlying infrastructure,” said Anthony Deighton, Senior Vice President of Marketing at QlikTech. “Sky IT Group is delivering value for organizations at the forefront of the retail industry with a cost-effective, visual analysis solution that allows them to focus on their core business.”

Sky IT Group joined QlikTech’s Qconnect global partner program, which expands the availability of QlikView through alliances with more than 500 solution providers around the world, in 2007 as an OEM and Resell partner. SKY IT launched SKYPAD earlier this year. It is available as an in-house or hosted SaaS (Software-as-a-Service) solution, giving apparel manufacturers and retailers a choice in delivery models.

“In today’s challenging economy, retail companies are relying on business intelligence to ensure that they are merchandising in the most efficient way,” said Jay Hakami, President & CEO, Sky IT Group. “Based on QlikView’s visual analysis capabilities and our retail and apparel manufacturing/distribution domain expertise, Sky IT Group is able to offer solutions that are quick to deploy, easy to use and empower retailers with the ability to make better business decisions. Moreover, we’ve found it to afford significant competitive advantage as a solution provider.”

**Editor’s Note:** Sky IT Group and QlikTech will be showcasing SKYPAD as Gold sponsors of the 2008 Tech Conference, which will be produced by *Apparel* magazine on November 5 and 6 in New York, NY. In addition, Ed Eskew, CTO of Bernard Chaus, Inc. will present a session at the event. For more information or to register, visit [www.apparelmag.com](http://www.apparelmag.com).

### **About QlikTech**

QlikTech's flagship product, QlikView, simplifies analysis for everyone. QlikView works the way your mind works – making associations by connecting data from many sources in a few clicks. This patented in-memory association technology brings fast results and better decision making to a wide range of customers and industries. QlikView is intuitive to learn, simple to modify and can be deployed in less than a week.

Named the world's fastest-growing Business Intelligence software vendor by IDC, QlikTech has approximately 9,050 customers in 86 countries and more than 500 partners worldwide. QlikTech was founded in Lund, Sweden and is headquartered in Radnor, PA (USA) with direct operations throughout Europe and the Americas. QlikTech offers a fully functional, free trial of QlikView and a 30-day money-back guarantee. For more information, please visit [www.qlikview.com](http://www.qlikview.com) or subscribe to the [QlikView XML RSS Feed](#).

### **About Sky IT Group**

Located on Fashion Avenue in New York City, Sky IT Group specializes in providing business intelligence solutions to the apparel manufacturing and retail industries. Since 1997, customers, including brands like Elie Tahari, Inc., Garan, Michael Kors, Nautica, Prada (USA), Under Armour Performance Apparel and Valentino, have benefited from the company's solutions that optimize IT investment and produce significant bottom-line benefits. Visit [www.skyitgroup.com](http://www.skyitgroup.com) for more information.

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