



Case Study

Organization

Ascena Retail Group, Inc.

Location

United States

Industry

Retail

Defining Distinct Brands

Ascena Retail Group, Inc., is a leading specialty retailer of apparel for both women and tween girls in the United States, Canada, and Puerto Rico. Ascena's dressbarn, maurices, and Justice brands are focused on meeting the needs and preferences of three distinct audiences. Ascena integrated Esri® geographic information system (GIS) analysis tools, demographic data, and map visualization services into its business processes to better analyze, manage, and view information about retail sites.

What Did Ascena Do?

Ascena Retail Group's character and success express the same values that its founder, Roslyn Jaffe, and her husband defined in the 1960s—quality, style, value, and customer service. In a world where society and its priorities continually change, GIS is a powerful tool to help Ascena respond to these evolutionary trends.

The adoption of Esri Business Analyst™ technology and demographic data helps Ascena follow a customer-centric approach for store development and market planning. It enables the company to identify key market segments and store profiles, ensuring that each store achieves maximum market potential. Ascena uses GIS to quickly assess the suitability of sites, streamlining the development process and reducing the cost and time needed to bring projects to completion.

Do I Need This?

Esri location analytics enables quick analysis, assessment, and understanding of possible suitable store locations and their market potential. This analysis is a key element to the successful development, evolution, and growth of retail brands and store footprints.

For more information, visit esri.com/retail.

"Working with Esri is helping our company maintain its distinct market presence across brands and reinforce the specialty store experience throughout our 2,500 locations."

Kevin Ryks

Director of Financial Planning,
Maurices Incorporated

