

infor™

## CASE STUDY

# DVF successfully transforms into a DTC-first business with Infor Birst

Having revolutionized fashion with the wrap dress in 1972, Diane von Furstenberg® built DVF® into a global luxury lifestyle brand and one of the premier names in American fashion. To take the company to the next step, direct-to-consumer (DTC), DVF turned to Infor Birst®.

With the holistic, omni-channel view of customers that Birst provided, DVF was able to reach high-value clients and acquire new shoppers across e-commerce and in-store. And with timely data from sales and customer interactions, DVF could improve demand planning and launch strategies around targeted promotions.

## DIANE VON FURSTENBERG

### Headquarters

New York, NY, US

### Industry

Retail, Fashion

### Infor® product

Infor Birst

### Website

[dvf.com](https://dvf.com)

**“Infor Birst is focused on understanding our direct to consumer business. That means understanding customers’ purchase behavior and understanding the inventory we need to sustain the demand we see on our direct channel.”**

**FELIPE ARAUJO**

Senior Director of E-commerce, DVF

## Improving customer engagement across all channels

By shifting focus from partner sales to direct sales, DVF needed to drive all online traffic and sales directly to dvf.com—avoiding partner and affiliate sites that didn't provide the same DVF brand experience. To continue keeping customers happy and returning, it was imperative that DVF maintain the right content, products, pricing, and inventory levels. Margins also had to be monitored closely to ensure online price reductions didn't negatively impact profitability. Having KPIs that provided visibility across stores and online was critical to making the adjustments needed for optimal inventory and pricing. And complete visibility into customer interactions meant DVF could better identify customer segments and target them with the right offers.

## Increasing e-commerce sales and email revenue

Prior to implementing Infor Birst, DVF had insight only into net revenue—which doesn't consider measures like out of stock, oversold, returns, and more. With Birst, DVF gained visibility into gross sales, allowing the company to know real demand on a daily basis; thus allowing DVF to ensure that e-commerce and stores had the right stock in place to improve sell-through rates.

Birst also allowed DVF to properly segment its customers. This allowed the company to create targeted offers through email, Facebook®, and Google® paid search.

## Business results and efficiencies

- 7% increase in e-commerce sales
- 65% increase in e-mail revenue for targeted segments
- Improved pricing decisions based on daily margins
- Increased reporting efficiency

As a result, DVF saw a 65% increase in email revenue from segments the company specifically identified to retain customers, grow top customers, increase average order value (AOV), and more. For example, Birst allowed DVF to identify customers that have the highest probability of churning. With this data, DVF was able to respond with a campaign that targeted those customers, offering \$75 off the next order of \$250 or more. And afterwards, Birst helped measure retention rates to determine segmentation performance.

## Evolving with the business with flexible BI

DVF's new digital-first strategy required a business intelligence (BI) and analytics solution that could expand and change—especially when it comes to ingesting new data sources to enrich customer data. Comparing Infor Birst to other BI tools in the market, DVF found Birst to offer a more agile, user-friendly solution, which only needs to be managed by a single administrator.

It didn't take long for DVF to move operational reporting from its legacy system over to Birst. With patented automation technology for creating a flexible data model, data warehouse, and semantic layer, DVF didn't have to invest in specialized skills to deploy and manage a robust BI system. Birst's rich reporting and visualization experience allowed DVF to quickly and easily deliver executive and store-level reporting and create new dashboards to support new business requirements and decision making.

## Use cases

- Customer segmentation
- Demand forecasting
- Daily, automated reporting

**“There's so much more that we'll continue to do with Infor Birst. There's so much more segmentation and insights we want to get on our customer. We're just in the beginning. There's other data sources we want to bring in to enrich this view of the customer such as all the interaction the customer has with customer service. Birst is very lightweight in that sense. You don't need a giant team to be able to expand Birst for additional use cases and data sources.”**

**FELIPE ARAUJO**

Senior Director of E-commerce, DVF

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