

# Tailored Brands scales global operational intelligence to drive business growth



TAILORED BRAND



## Challenge

Tailored Brands is one of the leading omni-channel retail companies in the world with an unparalleled portfolio of iconic menswear brands, including Men's Wearhouse, Jos. A. Bank, Moores Clothing for Men and K&G. With more than 11,000 employees and 1,000 locations across the globe, obtaining real-time data to analyze and support the company's operational efficiency is essential for delivering a high-quality customer experience.

With the desire to gain operational insights, the company hosted Kibana on premises for an open source approach to visualize its Elasticsearch data cluster. Ultimately, managing Kibana became complex with the resource time it required to scale the solution to meet the needs from the many users, including the development, ecommerce, networking, and DevOps teams.

In addition, to obtain the desired insights, the solution required development time to create customized dashboards. If there was a production issue, for example, it wasn't a turnkey process for the company to quickly conduct log analysis to identify the reason.

"Using Kibana required an investment of time, money, and energy. We didn't have the bandwidth to formally invest in the required UI resources or to scale it to meet the current and future demands for the entire company," shared Chaitanya Pallapothula, Senior Vice President of Omni-Channel Technology at Tailored Brands.



## Solution

To pivot to a scalable approach for its data analysis and to gain much-needed operational insights, Tailored Brands selected Sumo Logic. "I had a good experience working with Sumo Logic in the past, and we were really impressed by the roadmap session we had with the CTO. All the dashboards, features, and 'bells and whistles' that come with Sumo Logic at an affordable price made it an easy purchase decision," said Pallapothula.



## Results

To get the Sumo Logic Continuous Intelligence Platform (CIP) integrated with its AWS, Google Cloud, and self-managed data center, Tailored Brands received quality support from Sumo Logic at each step of set up and roll out. "From the

Industry

**Retail**

Environment

**Amazon Web Services**

**Google Cloud**

Sumo Logic Products

**Sumo Logic Continuous Intelligence Platform™**

Use cases

**Operational intelligence**

Results

- **Eliminated operational and management overhead with cloud-based solution**
- **Gained essential insights to resolve point of sale issues and improve operational consistency for store sales transactions**
- **Obtained strategy business analytics on performance of promotional coupons to improve marketing performance**
- **Enabled cross-team collaboration that supports fast, efficient decision making**

beginning, the partnership from Sumo Logic has been great. They invested time to help us, and it was definitely an important element of our early success with the solution,” shared Pallapothula.

### Gaining essential visibility into the state of the systems

One of the top priority projects for Tailored Brands was to gain insights into how systems were running. With over 1,000 stores, 5,000 POS terminals, and 10,000 sales PIN pads, it's critical for the systems to remain operational and run smoothly. Yet, there was a level of helpdesk calls to manage, and setting up Sumo Logic to help the company improve these customer experience issues was job one.

If a POS system suddenly went offline or a PIN pad got disconnected, the POS team wanted data insights from Sumo Logic to better quantify the impact to the customer, to the store associates, and to the business bottom line.

Sumo Logic was set up to ingest logs from all the sales terminals and provide real-time log monitoring across all of the stores. “With details from Sumo Logic, we quickly gained the visibility we needed to understand why POS resets and other POS issues were occurring. This helped us pinpoint where terminal software and other updates were needed, allowing us to proactively tackle the issues stores were running into,” said Pallapothula. “Since then, we hear good things from the stores, and our helpdesk calls are greatly reduced,” added Pallapothula.

### End-to-end transaction visibility

In addition to helping Tailored Brands monitor the state of systems, Sumo Logic enables the company to have end-to-end visibility into transaction flow to ensure business operations are running smoothly. This has been especially valuable for high-volume transaction periods, such as Cyber Monday and Black Friday.

“We created a dashboard in Sumo Logic to monitor our end-to-end order management system. We now capture on a daily or hourly basis, the volume of orders that are being assigned, allocated, and delivered. We are also able to track inventory management and fulfillment to ensure online purchases are shipped in the timely manner,” said Pallapothula. “That full visibility is really important and allows us to take a proactive approach to addressing any trouble spots so that the process continues to run smoothly, added Pallapothula.

### Business analytics to make meaningful decisions

As part of the season's changing clothesline, holiday shopping, and other occasions, Tailored Brands offers customers a range of promotions and coupons as a strategic marketing approach. The request from executive leadership was to gain the business analytics to better understand what's working best, when, and why. With Sumo Logic, Tailored Brands advanced to a deeper level of understanding about the company's real-time revenues.

“The business analytics from Sumo Logic lets us immediately see how our marketing is performing. The data lets our executive leadership see the volume of transactions with a common promotion that is used. If there is a particular promotion for a brand that is working better than another, for example, we now can swap out the poor performing promotion to drive better business outcomes,” said Pallapothula.

### Scalable, central data source for all desired teams

With Sumo Logic ingesting logs from across the business infrastructure, the company eliminated department data silos. Now, all teams can gain a holistic view from the same data repositories, as well as create dashboards to address each team's needs.

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**Chaitanya Pallapothula**

Senior Vice President of Omni-Channel Technology, Tailored Brands.

“Before, our various teams used to look at logs in different solutions. Now, all the logs are in one place for the team to centrally access, which makes it really easy to collaborate. For example, a developer can create a tag on a search index within Sumo Logic and then share that same index with our firewall or network teams to review the case. With the teams looking at the same search query, they are able to come to faster decisions, together,” said Pallapothula.

As a cloud-native solution, Sumo Logic has also eliminated the time consuming operational and management overhead the DevOps team had with their previous log management solution, which has been a big plus for the team. In addition, “Sumo Logic accelerates the process for us to ingest any new log sources into the platform. It easily integrates across our systems and comes with pre-built dashboards, queries, and alerts. This makes it easy for our teams to add new data sources, themselves, with help from DevOps,” shared Pallapothula.

## About Tailored Brands

Tailored Brands is a leading specialty retailer of menswear, including suits, formalwear, sportswear and a broad selection of business casual offerings. Our brands include Men's Wearhouse, Jos. A. Bank, Moores Clothing for Men and K&G Fashion Superstore, which offers merchandise for the entire family. We help our customers look and feel their best for the moments that matter by delivering personalized products and services through our convenient network of stores and e-commerce sites. Tailored Brands delivers a convenient and modern shopping experience by combining multiple omnichannel options such as hands-free fit technology, BOPIS (Buy Online, Pick Up In-Store), curbside pickup, appointment booking and contactless payment with our legendary in-store service and expertise. For more information, visit [www.tailoredbrands.com](http://www.tailoredbrands.com).

## About Sumo Logic

Sumo Logic Inc., (NSDQ: SUMO) is the pioneer in continuous intelligence, a new category of software, which enables organizations of all sizes to address the data challenges and opportunities presented by digital transformation, modern applications, and cloud computing. The Sumo Logic Continuous Intelligence Platform™ automates the collection, ingestion, and analysis of application, infrastructure, security, and IoT data to derive actionable insights within seconds. More than 2,100 customers around the world rely on Sumo Logic to build, run, and secure their modern applications and cloud infrastructures. Only Sumo Logic delivers its platform as a true, multi-tenant SaaS architecture, across multiple use-cases, enabling businesses to thrive in the Intelligence Economy. For more information, visit [www.sumologic.com](http://www.sumologic.com).

