

Pacific Sunwear Customer Success Story

THE GLOBAL LEADER IN RETAIL SOFTWARE SYSTEMS

IPMS

"The best-known retail brands around the world are standardizing on Island Pacific"



"As you grow, the flexibility of the system becomes extremely valuable, allowing you to look at data from your unique perspective."

*- Ron Ehlers,
VP of Information Systems*

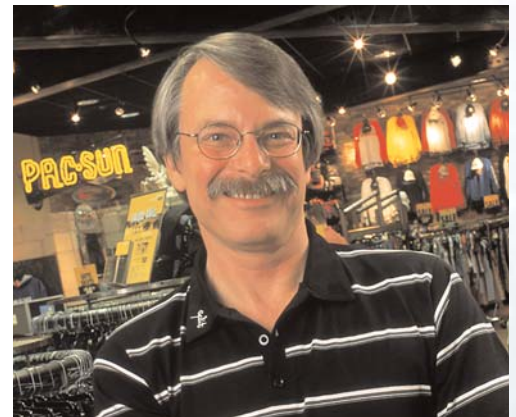
Hot as the Sun

Pacific Sunwear is undoubtedly one of today's hottest retailers. They have also been an Island Pacific customer since 1986. Pacific Sun began as a small surf shop in Newport Beach, California, not much different from all the other surf shops carrying surfboards and wax... until they followed their customers from the beach to the mall. During southern California's wet, cool winters, the surf business dries up, as everyone goes to the malls. Pacific Sunwear became the first surf shop to move into California's most popular shopping centers. Today, this well-known retailer boasts over 890 stores in all 50 states plus Puerto Rico.

Pacific Sunwear selected Island Pacific when they had only 23 stores in operation. In 1986, there were not as many choices in merchandise management systems. Pacific Sunwear has stayed with Island Pacific because the product works, it is scalable, and has supported Pacific Sunwear's rapid growth with no program problems. Now, the core processes of the company's entire chain are built around the Island Pacific Merchandising System™ (IPMS).

Platform for Growth

To run a successful business, retailers must optimize their merchandising processes. IPMS gives retailers the ability to integrate all operational support areas, creating a powerful synergy. "Retailers need intelligence to effectively run and grow their businesses," said Ron Ehlers, Vice President of information systems for Pacific Sunwear. "We recognized this early on when we initially implemented the Island Pacific merchandising solution. The software from Island Pacific gives us the information we need to manage the products that we carry, and understand their performance. At the same time, the IBM hardware is extremely reliable, and equally important for us, scalable as well."



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"We've been through many transitions as our company has grown and our needs have changed," Ehlers continued. "All of these transitions, including upgrading the Island Pacific software, updating the operating system or adding hardware, have been executed seamlessly and painlessly."

Flexibility and Innovation Fuel Growth

"For smaller retailers, the standard reports provided with the system are a good base to start from," said Ehlers. "As you grow, the flexibility of the system becomes extremely valuable, allowing you to look at data from your unique perspective." For example, one way Pacific Sunwear looks at the data is by store hierarchies, divisions and overall corporate totals. "These customized reports help us to understand our product sales performance and maximize our business."

"As our company has evolved, our information needs have grown dramatically - and Island Pacific's merchandising solution has grown right along with us," Ehlers said. "That's because Island Pacific combines its own innovation with the ideas of its many retail customers, resulting in a solution that's always advancing to where we need it to be. I am absolutely confident that the Island Pacific merchandising solution will support our needs as we continue our rapid growth."

Pacific Sunwear is on a hot streak that shows no signs of cooling off. They succeed where others fail because they listen and change. With more stores planned, and revenue that continues to rise, Island Pacific has helped Pacific Sunwear become a retail success story.



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