

Chico's



Case Study

IGEL helps Chico's reduce total cost of ownership with style.

Business Solutions from
IGEL Technology





Chico's.

Ask any woman about her favorite fashion retailer, and she will most likely mention Chico's, a Fort Myers (Fla.)-based woman's clothing designer and retailer. The company prides itself on building a complete wardrobe to suit its customers' needs. In similar fashion, it is also implementing IGEL 364 LX Series technology to better suit its warehouse and call center employees' needs.

Chico's is one of the country's rising fashion stars and has grown to more than 700 stores in 47 states. Its main distribution center, located in Winder, Ga., serves every location, meaning speed, efficiency and accuracy are three words you'll often hear when asked to describe its operations. Greg Fischer, technical support supervisor, couldn't agree more.

"Simply put, IGEL let's us do more with less," he said. "We needed a thin client environment that let's us lower our total cost of ownership. The IGEL hardware itself comes at a very reasonable cost, but its user management tools make a significant impact on speed and efficiency as a company."

The customer

- one of the biggest fashion retailers in the US
- over 700 stores in 47 US states

The company's distribution center is currently located in a 200,000-square-foot facility. But growth is a big part of the near future, and that size could double in no time. As a result, Fischer is relying on IGEL for a thin client solution that dramatically speeds IT deployment for new employees.

"With our old architecture, it could take up to several days to get a new employee up and running," added Fischer. "But with IGEL, we can have a new user set up in minutes. We have found a way to become a faster IT machine for our company."

The challenge

- ability to deploy IT for new employees very fast (within minutes) to match planned growth
- reduce hardware support calls
- speed up processes



The solution has also enabled support calls to get reduced by 50 percent, since employees are talking to just one machine for orders, which translates into happier customers. “The employees are happy and more efficient, and since it is Linux-based technology, I don’t have to worry about virus protection,” noted Fischer.

Orders are now going through shipping at a much quicker rate with the IGEL technology. According to Fischer, the warehouse was averaging approximately one million units shipped per week. After the IGEL deployment, the center is now averaging about 1.2 million units each week.

With so much emphasis on pleasing the customer, it’s easy to see why Chico’s is so successful.

IGEL Technology GmbH develops, manufactures and markets a full range of Linux and Windows®-based terminals and thin clients. The company is especially known for its cross-platform product line, the development of related innovative firmware and its central remote management suite.

The solution

- IGEL Linux Compact series



Germany (HQ)

IGEL Technology GmbH
Schlachte 39/40
28195 Bremen
Germany
Tel +49 (0) 421 1769 240
Fax +49 (0) 421 1769 302

United Kingdom

IGEL Technology Ltd
1210 Parkview
Arlington Business Park
Theale · Reading · Berkshire
RG7 4TY · UK
Tel +44 (0) 870 351 4522
Fax +44 (0) 870 351 4523

United States

IGEL Technology Inc.
5353 NW 35th Avenue
Fort Lauderdale
FL 33309 · USA
Tel +1 954 739 9990
Fax +1 954 739 9991
Toll Free (US only):
+1 877 GET IGEL

Singapore

IGEL Technology
Care of: C. Melchers GmbH & Co.
Singapore Branch
101 · Thomson Road
24-01/05 United Square
Singapore 307591
Tel (65) 6259 9288
Fax (65) 6259 9111

Hong Kong

IGEL Technology
Care of: Melchers (H.K.) Ltd.
1210 Shun Tak Centre
West Tower
168-200 Connaught Road C.
Hong Kong
Tel +852 25469069
Fax +852 25596552

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