CASE STUDY - Buckle Denim Retailer

FOR DATA DEDUPLICATION NEEDS, SIZE MATTERS

COMPANY PROFILE

Buckle is a leading upscale retailer of denim, sportswear, outerwear, footwear, and accessories. With over 450 stores in 43 states, the company prides itself on its personalized attention to each guest through its customer-centric initiatives such as complimentary alterations, layaways, and a shopper reward program. Based in Kearney, Nebraska, the retailer sells a wide range of brand and private-label clothing. BKE, the company's private label, is known for its quality fit, construction, and vintage appeal. Other popular brands sold include Miss Me and Rock Revival.

The main [benefit of DataMatch Enterprise] was the fuzzy logic and synthetic matching. It was just something I couldn't reproduce myself."

Marty Yantzie
PC Support & Systems Development Manager

BUSINESS SITUATION

With company initiatives geared toward personalized customer attention, Buckle has invested time and resources in gathering customer profile data at the retail store level. Once the customer opts in, the data is captured and stored through the retailer's point of sale system. However, the company was dealt the challenge of sorting through these large amounts of data extrapolated from hundreds of stores.

The main task at hand was dealing with all of the duplicate information that had been loaded into their current iSeries DB2 system. The company was looking for an efficient way to deduplicate all of their data, which included approximately 10 million records.

SOLUTION

DataMatch Enterprise provided a usable and more efficient solution for Buckle. The company was able to run the large amount of records through the deduplication process as one project through one software tool as opposed to using several different methods.

BENEFITS

Through the deduplication tools on DataMatch Enterprise, the company was able to significantly reduce the size of their database: they eliminated nearly four million duplicate records. They also plan to use DataMatch Enterprise on another round of identifying junk data.

Data Ladder
Get the most out of your data