

# Customers

*Peek...Aren't You Curious*



“Retail Anywhere solutions provide detailed, real-time views of product life cycle, product movement, channel performance and consumer behavior that will ultimately allow *Peek* to innovate and grow.”

Bob Graham, CIO, *Peek...Aren't You Curious*

## Company Overview

Founded in 2007, with stores in California, Arizona and Texas, *Peek...Aren't You Curious* is built around its own proprietary apparel brands and a unique vision to serve the high-end contemporary children's apparel market. With 8 current locations, *Peek* takes pride in offering high quality wardrobes, with thoughtful details, luxurious materials and unique finishing work that parents and kids can love.



Outgrowing their Microsoft Retail Management System, *Peek...Aren't You Curious* needed a solution that would help them focus on their customers and accommodate future growth plans.

- Retail Anywhere Software: Retail Anywhere POS, Retail Anywhere Enterprise, AfterBOT Interface, NitroSell Interface
- Hardware: NCR RealPOS 80XRT, Verifone MX870, Symbol Cyclone Scanner
- Retail Anywhere Services Provided: 3rd Party Software Integration, System Staging, System Hosting, Remote Monitoring, Help Desk support, Training
- Number of stores: 8 stores with 1–2 registers per location plus an eCommerce site



# Success Stories

## *Peek...Aren't You Curious*

Headquartered in San Francisco California, by founders and industry veterans—Amy Williams, former Executive VP of Lucky Brand Jeans, Tina Canales, former Gap VP of women's merchandising and Scott Williams, formerly of Lucky Brands Jeans, *Peek...Aren't You Curious* opened its first store in 2007.

Quickly outgrowing their Microsoft Retail Management System and approaching their 7th store opening, *Peek* started the evaluation process for a new POS and retail management solution. The list of requirements was long and many revolved around *Peek's* desire to efficiently connect, interact and transact with its customers.

With technology at the forefront of *Peek's* growth strategy and recognizing the value of incorporating retail standards across their enterprise, *Peek* relied on Retail Anywhere to support its future growth plans as well as its customer-centric approach to retailing.

In addition to providing *Peek* with Retail Anywhere POS and Retail Anywhere Enterprise, Retail Anywhere needed to integrate their solutions with *Peek's* digital receipt technology from afterBOT and their eCommerce solution from

NitroSell. As an ARTS conformant company, the integration process was simplified for Retail Anywhere, enabling *Peek* to use best-of-breed retail applications to run their enterprise. In addition to 3rd party integration, Retail Anywhere made several enhancements to their solution suite to accommodate functionality imperative for apparel retailers.

The Retail Anywhere solution allows *Peek* to enjoy a simple user interface, reporting capabilities and the efficiencies that come with a streamlined and real-time POS solution. Complete integration with third party systems provides *Peek* management with a single view across all channels. They also benefit from complete purchase order and inventory management along with detailed, real-time views of product life cycle, product movement, channel performance, and consumer behavior. Taking advantage of social networking tools, *Peek* even posts to their blog directly from Retail Anywhere POS.

With the new solution in place, *Peek...Aren't You Curious* is on track to expand and connect with more customers.

*peek*... AREN'T YOU CURIOUS