



## Mervyn's Department Store uses Imanami's Web-based Directory software to keep updated address information for over 2,000 employees in 173 stores

### Quick Facts

With its 173 stores and additional distribution centers Mervyn's department store had a challenging task to keep its corporate directory updated for its 2,000 employees. The Information Securities (IS) group was seeking an easy to use, Web-based application they could link to from their Intranet with enough control to maintain security. They were spending far too much time making simple changes to the directory and they needed to reclaim that time for more strategic projects.

Mervyn's IS groups selected Imanami's GroupID Self-Service to solve their directory management problem and they are very pleased with the results.

### Customer Profile

Mervyn's LLC, headquartered in the San Francisco Bay Area, is a family-friendly promotional neighborhood department store offering trend-right fashions and home décor for the entire family at affordable prices. Mervyn's has a well-earned reputation for its extensive selection of national and private-label fashions and housewares.

Mervyn's founder, Mervyn G. Morris, opened the first store in 1949. He has been attributed to inventing the mid-range department store. In fact, Mervyn Morris achieved a number of firsts, including offering revolving credit, advertising sales in the newspaper and the first to focus on young families.

Mervyn's operates 173 stores in 8 states, employing more than 20,000 associates. With approximately 11.2 million retail square feet overall, Mervyn's stores have an average of 59,000 retail square feet and are located primarily in regional malls, community shopping centers and freestanding locations.

With so many store locations and additional distribution centers, keeping track of the company's 2,000 employees was a major challenge for the IS group.

### Business Situation

The problem at Mervyn's was simple, the address book was horribly out of date and it was eating up time of the high-value IS group to manage it. The IS group would get at least a dozen requests a day to update the phone directory, which meant manual entry by one of the IS staff.

Also, the existing system was not Web-based and could not be linked into the Company's Intranet, which was one of their goals. With the help of an IT consulting group, Allin Consulting, two of the IS analysts, Sonny Vu and Anthony Lee, set out to find a directory management application that could ease the pain of maintenance and be integrated into the Company's Intranet.

*"Imanami's GroupID Self-Service was very easy to implement and has not caused us any trouble since we installed it.*

*It took approximately two weeks to implement from start to finish and a half an hour to rollout."*

**Sonny Vu**  
Information Security Analyst  
Mervyn's

## Solution

After being introduced to Imanami's GroupID Self-Service and conducting a product trial, the IS analysts saw the benefits immediately. They could have employees manage their own contact information, while they could keep control over the fields and security.

GroupID Self-Service is a powerful web-based directory management solution that provides selfservice to users to update their own directory information, search the global catalog, modify objects in different domains and manage their own groups. It takes the burden of directory management away from Corporate IT, Human Resources and other groups, saving time and resources. GroupID Self-Service also allows the technology groups to maintain as much control and security as required by the organization; and because it is Web-based, it easily integrates into a corporate Intranet to replace less reliable phone directory applications.

"GroupID Self-Service was very easy to implement and has not caused us any trouble since we installed it. It took approximately two weeks to implement from start to finish and a half an hour to rollout. It is pretty much out-of-the box ready. We only made a few customizations so that the Web page would look like Mervyns' Intranet format. Now, we just link over to Imanami from our SharePoint Intranet site and our employees can maintain their records. It doesn't get much easier than that," said Sonny Vu, Information Security Analyst for Mervyns.

"I used to have to make directory updates several times a day and spend even more time if the request needed clarification. Now I may get a request for help once a week. Mervyns' employees really like the system and they are using it," added Anthony Lee, Information Security Analyst for Mervyns.

These IS analysts are also looking toward the future and the potential for expanding their capability with Imanami's other products. Some of the areas of interest are advanced group management, provisioning of accounts and other customization features.

## Return on Investment

The bottom line for the IS group at Mervyns is that their valuable time is now available for high-impact projects, yet the important task of accurate corporate directory services is solved. They have reclaimed 3-5 hours of their time a week.

## Key Benefits

- Access to system from the corporate Intranet
- Burden of updating records eliminated for IS group
- Employees can maintain their own information
- IT maintains control over fields and security
- Simple implementation and deployment
- Low maintenance



## About Imanami

Imanami develops software that delivers Point Solutions for Identity Management. We focus on the high value milestones that you can realistically accomplish today and provide the quick wins, meaningful ROI and increased end user satisfaction that helps ensure internal company support for your IdM rollout.

### Trial Software

30 Day Evaluation version at:  
[www.imanami.com/download](http://www.imanami.com/download)

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