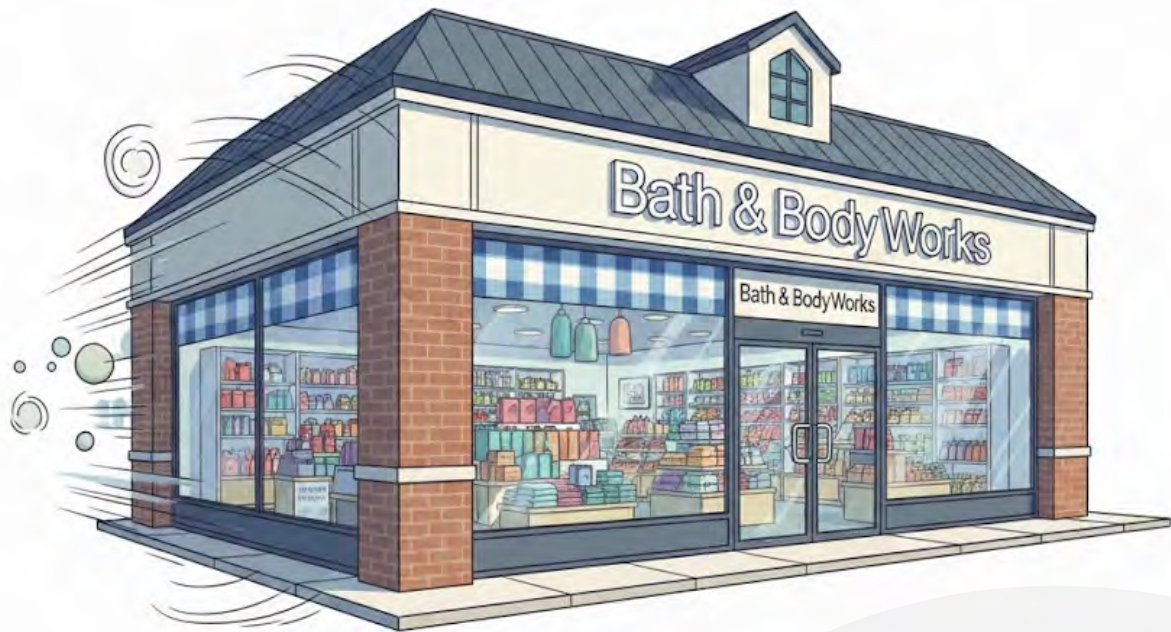


CASE STUDY

Bath & Body Works®

When Legacy Systems Collapse
Speed and Trust Win

2,000+ Leases Migrated in Six Months
with Zero Escalations



THE CHALLENGE

After separating from L Brands, BBW was **stuck with a legacy on-prem real estate system** no longer supported by Accruent, with no clear migration plan.

An **attempted transition to the new real estate platform proved costly and ineffective**, leaving BBW without a functional solution and a ticking contract expiration clock.

BBW used the legacy system to manage **all aspects of its Real Estate Lifecycle**, including strategy; store planning and construction; deal-making; and lease management/accounting.

BBW engaged ASG to migrate real estate processes and historical data to a new platform – while re-engineering workflows in parallel.

OUTCOMES

2,000+ Leases Abstracted in 6 Months

ASG migrated more than 2,000 leases with over 10,000 documents onto the ASGEdge platform, our cloud-based real estate lifecycle management platform, all within six months, including abstraction, validation, cleanup, and system configuration.

Stability and Redundancy

BBW now operates on the ASGEdge platform, our fully cloud based system, with automated backups and geographic redundancy, avoiding the single-point-of-failure risks of their legacy platform.

2,000+ Leases
ABSTRACTED IN
6 MONTHS

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Reduced Overhead and Manual Work

Redundant processes and offline tools (Excel tracking, manual P&Ls, iPad data uploads) were replaced with automated systems, reducing manual process by 36%. As a result, BBW freed capacity equivalent to five full-time team members, who were redeployed to higher-priority initiatives elsewhere in the company. Standardized data and automated reporting also increased compliance with audit reporting.

Executive-Level Trust

The project was delivered on time, on budget, and without escalation — BBW described it as “the most successful outsourcing engagement” the company has ever completed.

HOW DID WE DO IT?

Customized, Fast-Track Migration

ASG moved quickly to define a path forward. We (ASG) built a migration model that aligned closely with BBW's internal systems and offered a full-service abstraction plan, pulling over 10,000 documents into a live system in record time. We ran multiple processes in parallel to accelerate delivery — including dedicated Friday abstraction sessions for BBW teams and real-time system testing.

Automating for Scale and Accuracy

We (ASG) helped the BBW team clean up and standardize core functions:

- Replaced hand-drawn market boundaries with census-driven zones
- Automated iPad data syncs (previously run manually once per month)
- Introduced financial summaries into deal profiles to reduce review time
- Converted disconnected Excel-based P&L reviews into real-time, queryable dashboards.

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Building Confidence at the Top

From abstracting thousands of leases to solving reporting inefficiencies, our focus was on dependability. Compared to prior options, ASGEde proved more responsive, affordable, and adaptable — and it showed. BBW's CFO and CEO noted the project remained “on track, on time, and on budget” throughout, with zero internal escalations.

Rebuilt Relationships with City Officials

Our team helped reset expectations and improve communication with local municipalities — a critical move after previous missteps created roadblocks and inspection delays.

Brands trust ASGEde to track every store decision, guide smarter growth, and turn strategy into *action*.



ASGEDE

CASE STUDY

Bath & Body Works®

Brands trust ASGEde to track every store decision, guide smarter growth, and turn strategy into *action*.



- Efficient & Informed Decision-Making
- Real-Time Insights On Demand
- More Organized Workflow
- Powerful Predictive Capabilities
- Streamlined Collaboration
- Nimble Operations Ready for Scale
- Timely & Actionable Market Visibility
- Centralized Data Management

See ASGEde in Action
Email info@consultasg.com

THE LASTING IMPACT

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BBW needed a partner who could step in under pressure and deliver a full system migration before a critical deadline – and ASG delivered.

With a fail-safe, cloud-based real estate management platform now in place, the BBW team operates with more clarity, accuracy, and speed than ever before.

What began as a project to fix a legacy system has become a launchpad for future-ready operations and stronger internal alignment.





Bath
& Body
Works®

*THANK
YOU*

