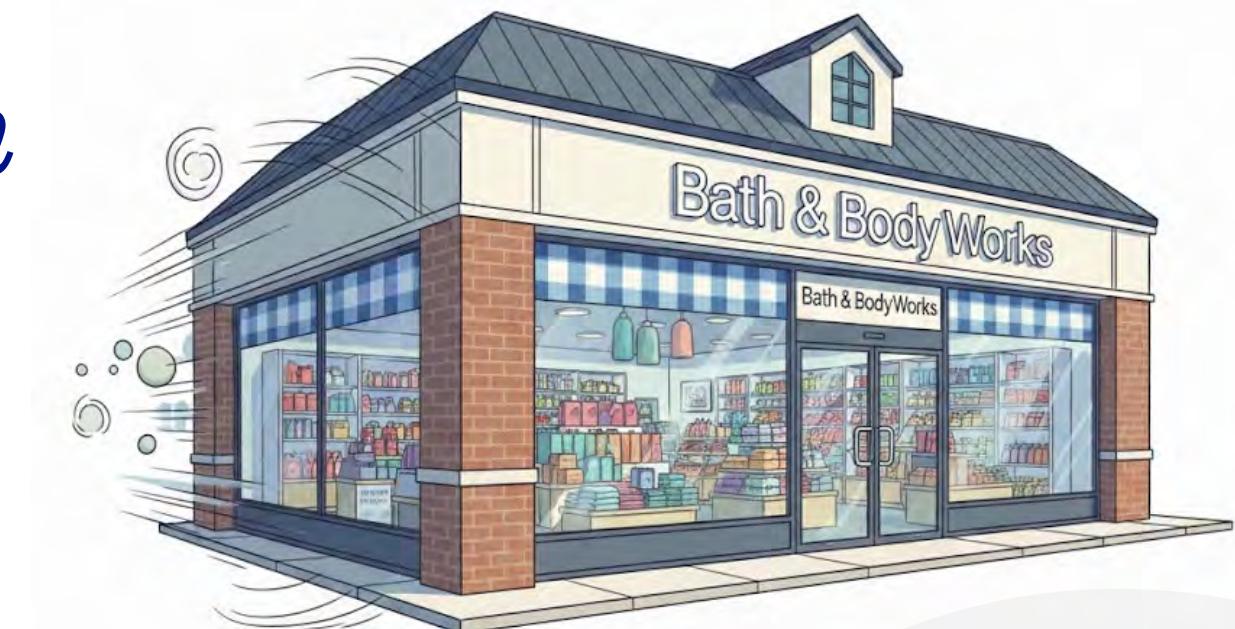


CASE STUDY

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**

## Bath& BodyWorks®



### 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, ASGEdge 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 ASGedge to track every store decision, guide smarter growth, and turn strategy into *action*.



# ASGEDGE

## CASE STUDY

### Bath & Body Works®

Brands trust ASGEdge 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 ASGEdge in Action  
Email [info@consultasg.com](mailto:info@consultasg.com)

# THE LASTING IMPACT

**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.**

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THANK  
YOU

