



eBook

Retail Changemakers: How Data and AI are Bringing Innovation to Life

Where data
& AI come to **LIFE**



Contents

Introduction	3
Six Ways Retailers Are Using Data to Drive Growth and Efficiency	4
Talk to Informatica About Turning Data Chaos Into Data Clarity	7
About Us	8



Introduction

Today's retail landscape is defined by change: changing customer expectations, regulations, economic pressures and industry disruptors.

Margins are tight, sustainability is in the spotlight, AI is here and innovation is crucial. Success in each of these areas depends on your organisation's ability to collect, share and use data. Accurate data, quickly collected and carefully managed, is the only thing that can guarantee wise decision-making, efficiency and game-changing customer experiences.

For data leaders like European eCommerce innovator Zalando, data drives the entire business. Zalando uses it to connect customers to a wide range of fashion and lifestyle brands, offering unrivalled personalisation, curation and sustainability differentiators.

On our recent LinkedIn Live Retail Changemakers panel event we spoke to Andre Hellwig, Senior Principle Engineer at Zalando, about the company's current innovations and how it's sharing data with its business partners to drive even better results. We were also joined by Lisa Byfield-Green, Director of Data and Insights at Retail Week, who shared a wealth of fascinating insights into the biggest retail market trends and innovations.

From Investment to Asset

Retailers have been investing heavily in technology in recent years. Now, the challenge lies in transforming large volumes of data into a strategic asset to unlock innovation and maximise the ROI on technology investments.

Missed The Conversation?

Catch up on Informatica's LinkedIn Retail Changemakers panel discussion now.

Six Ways Retailers are Using Data to Drive Growth and Efficiency

Online grocery retailer Ocado's recent reimagining of its operations offers a tantalising taste of what's to come: virtual distribution centres, data-sharing platforms for partners and lightweight robotics.¹

There are many other examples from around the world. During the panel discussion, we discussed the top priorities for retailers today. Here's how your peers are working to:



Build an Agile and Sustainable Supply Chain

The opportunity

Remove bottlenecks and reduce costs throughout the supply chain so that you can meet SLAs, avoid out-of-stocks and source new suppliers quickly.

The challenge

End-to-end supply chain data integration and visibility requires the integration of internal and external data across a complex ecosystem.

Bringing it to life

Kingfisher (owner of B&Q and Screwfix) has joined home improvement retailers around the world to form a task force that will tackle Scope 3 emissions from supply chains and post-purchase use of products.²





Build Hyper-Personalised Customer Experiences

The opportunity

Increase basket sizes, loyalty and customer lifetime value by embedding data-driven personalisation into every customer touchpoint to build long-term relationships. Embed customer and product data into the Martech and Adtech stack to increase campaign effectiveness.

The challenge

To achieve this level of personalisation, you need accurate and up-to-date **360 customer views** to be embedded in every aspect of sales, marketing, merchandising and service. It also requires live product and inventory data to be shared across the supply chain and with customers.

Bringing it to life

Zalando has unveiled an AI-powered fashion assistant that helps online shoppers find products and brands quickly, offers personalised recommendations and answers questions.³ Its latest innovation is a body measurement feature that is helping shoppers find clothes that suit their shape, reducing size-related returns and textile waste.



Streamline Omnichannel Commerce

The opportunity

Provide a seamless and consistent omnichannel shopping experience to drive sales conversions while reducing returns.

The challenge

You need the ability to capture, clean and harmonise complex and dynamic customer and product data in order to create a single view that can be embedded across all channels, including loyalty schemes.

Bringing it to life

Puma developed a single trusted view of product information for e-commerce and increased sales by 10% in 9 months. Sales conversion rates increased by 20%.

10% increase in sales in 9 months

20% sales conversion rates increase



Meet Regulatory Requirements

The opportunity

Get ahead of government regulations and ensure compliance with GDPR, CCPA, ESG, FMSA 204 and upcoming regulations. Then go further, by using this data to **create a sustainable business** and drive strategic growth initiatives like Green Segments for marketing and the 2D bar code to share accurate product information with customers.

The challenge

The ability to dedupe, master, relate and share customer, product, financial and reference data is key to ensuring you have clean and accurate data for reporting purposes.

Bringing it to life

Europe's largest food co-op achieved GDPR compliance while unifying product and sales data to drive e-commerce and CRM strategies.



Identify Opportunities to Increase Efficiency and Reduce Cost

The opportunity

Confidently deliver clean, governed and consistent sales and inventory numbers across your business. Hire to plan and staff to demand while minimizing costs and protecting personally identifiable information (PII). Streamline and de-risk M&A by integrating and cleansing data across disparate companies and systems.

The challenge

The ability to **source, cleanse and consolidate** sales, inventory, workforce, HR and financial data is crucial, as is the **democratisation** of that data across the business.

Bringing it to life

Real-time POS analysis enables **Ace Hardware** to replenish inventory systems and in-store stock more quickly, reducing inventory holding costs and increasing profit margins.



Prepare to Adopt Generative AI

The opportunity

77% of business leaders believe that generative AI will have the most significant impact on their businesses out of all emerging technologies. 71% of these leaders plan to implement their first generative AI solution within the next two years.⁴

The challenge

Responsible AI use requires changes in operations and culture and these take an average of three years to implement. So you need to get started on this journey soon if you plan to become an early adopter of generative AI. A unified approach to **data management** is required, covering data cataloguing, integration, visibility, management, sharing and governance.

Bringing it to life

Morgan Stanley Wealth Management is leveraging OpenAI's GPT-4 LLM to instantly put the know-how of the most knowledgeable person on their wealth management team into every customer's hands.⁵ And Khan Academy is reinventing the future of teaching and learning with its Khanmigo virtual AI tutor.⁶



Talk to Informatica About Turning Data Chaos Into Data Clarity

There's no doubt that the future of retail will be determined by the industry's ability to collect, manage and share many types of data. Your organisation's future success depends on its ability to innovate. Make sure your data doesn't hold you back. Talk to us about how Informatica can transform your data into a living and trusted asset that serves your business goals.



About Us

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

¹ <https://internetretailing.net/new-robots-and-logistics-tech-sees-ocado-move-to-totally-shake-up-the-online-grocery-delivery-business-24311/>

² <https://www.retailsector.co.uk/642884-kingfisher-joins-edra-ghin-task-force-to-lower-scope-3-emissions/>

³ <https://corporate.zalando.com/en/technology/zalando-launch-fashion-assistant-powered-chatgpt>

⁴ <https://advisory-marketing.us.kpmg.com/speed/genai2023.html>

⁵ <https://www.forbes.com/sites/tomdavenport/2023/03/20/how-morgan-stanley-is-training-gpt-to-help-financial-advisors/>

⁶ <https://blog.khanacademy.org/learner-khanmigo/>

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