



Taking an Active Role:

Grupo Martí Sports a Winning Data Integration Platform



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Alejandro Oropeza
CIO
Grupo Martí

Goals

Improve merchandising and other retail decision-making with timely, accurate data

Increase efficiency of merchandising operations and other business processes

Gain timely visibility into in-store and distribution center inventory to enhance the customer experience

Solution

Connects both legacy and modern systems

Delivers timely, accurate data

Enhances customer satisfaction in the competitive retail industry

Results

Enhanced in-store customer service with faster, timely exchange of inventory data

Reduced purchase order processing time for sporting goods from one week to one day

Improved access to quality data across business functions for better retail decision making

Business Requirements:

- Integrate data between 20 different legacy systems and new platforms
- Reduce data extraction and distribution time
- Provide highly available, accurate data

About Grupo Martí

Grupo Martí is a leading sporting goods retailer, offering apparel, footwear, and equipment for a variety of sports. In addition to operating 213 retail outlet and multi-brand stores across Latin America, Grupo Martí runs a chain of fitness clubs, and offers sporting event planning services. Headquartered in Mexico City, Grupo Martí was founded in 1981.

The health and wellness industry is thriving on a global scale, and Grupo Martí is at the forefront of this trend in Latin America. Headquartered in Mexico City, the company operates 213 retail outlet and multi-brand stores across the region, offering sporting apparel, footwear, and equipment. In addition, Grupo Martí owns a chain of fitness clubs known as Sport City, and provides services to help plan and organize sporting events.

As one of the oldest retail companies in Mexico, Grupo Martí is coming of age in the digital era. With a mix of legacy systems and modern platforms supporting its retail division, Grupo Martí needed data to flow seamlessly between the old and new in a timely fashion. That's because things move quickly in retail—a specific baseball glove or size of shoe could be sold out within hours, but Grupo Martí wouldn't know about it until the next day. To bridge this gap for merchandisers and distribution center partners—and to continue making products readily available to customers—Grupo Martí needed a robust integration platform that would help reduce the time required for data extraction and distribution, and arm decision makers with timely, accurate data.

Unleashing the potential of data

Grupo Martí was already using Informatica PowerCenter to integrate data from its health club, e-commerce, and event planning divisions. With a foundation for data integration already in place, it made sense to extend PowerCenter to Grupo Martí's retail and merchandising initiative.

"Informatica PowerCenter is the leading integration tool on the market," says Alejandro Oropeza, CIO of Grupo Martí. "Its flexibility and power to extract data and translate it into different formats aligns with our legacy-agnostic approach."

Using PowerCenter, Grupo Martí created several different interfaces to connect its enterprise resource planning (ERP) system with vendors' and distribution center partners' platforms to support business processes such as inventory management and purchase orders. The company then used PowerCenter to facilitate information flow within Grupo Martí's internal retail systems from its Oracle Merchandise Operations Management (MOM) platform. With the help of Informatica partner InfoManagement, Grupo Martí unleashed the full suite of PowerCenter capabilities.

"The InfoManagement team is experienced and proficient with Informatica PowerCenter," says Oropeza. "They brought a lot of knowledge to the project and offered us valuable advice around our designs and business processes, which helped the implementation go smoothly."

Sporting the latest goods

Grupo Martí has accelerated the process of extracting and transferring information between Oracle MOM and other mission-critical business systems by 50%. That means merchandisers and other business users





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can make decisions using timely, accurate data. In a cutthroat industry like retail, this gives Grupo Martí a competitive edge.

“In retail, hours matter,” says Oropeza. “With Informatica PowerCenter, we can now deliver information from closing the previous night first thing the next morning, so that merchandisers can make decisions to adjust pricing, modify displays, or otherwise modify their sales strategies.”

Beating the competition

Unbeknownst to customers, faster information exchange on the backend makes it easier for them to purchase their sporting goods. For example, if a customer is interested in purchasing a specific bike that is not on the shop floor, Grupo Martí can find out within minutes whether or not the bike is in stock elsewhere, and how long it will take to deliver. Prior to this, an answer could take days—by which point customers could have made their purchase elsewhere.

“The robustness of Informatica PowerCenter enables us to seamlessly access and integrate data between all of our systems,” explains Oropeza. “By fulfilling orders more quickly we can increase customer satisfaction and sales.”

Likewise, Grupo Martí and its vendor and distribution partners have near real-time insight into the status of inventory. With timely access to data, Grupo Martí can submit purchase orders within an hour of being notified of out-of-stock items. The sooner vendors are notified, the quicker products can be delivered to retail stores and distribution centers.

A healthy balance

Behind the scenes, the integration team at Grupo Martí consists of six full-time employees. Without Informatica, Oropeza estimates his team would be more than triple in size—and the results would be nowhere near what the company is experiencing with PowerCenter.

“Informatica PowerCenter pays for itself,” says Oropeza. “If we had to extract data and execute all of the different information flows manually, we would have a high margin of error that could negatively impact the business.”

High availability is another area where PowerCenter is flexing its muscle. The high availability option within the solution provides always-on data integration and recovery for all PowerCenter components. In the fast-paced retail industry, Grupo Martí cannot afford downtime.





Inside The Solution:

- Informatica PowerCenter

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Taking an active role

With a solid data integration foundation in place, Grupo Martí is looking to potentially monetize on its extracted data by offering big data analysis services. The company plans to team with InfoManagement again to explore new opportunities within the Informatica platform.

“Our investment in Informatica enables us to accelerate value across the business, for all users,” says Oropeza. “With timely, quality data, we can better support customers in their quest for a healthy lifestyle.”

