Top 10 Retail Data and AI Use Cases

How Kroger and Other Retail Leaders Use Data to Fulfill Their Brand Promise

Where data & AI come to LIFE

Optimize Digital Commerce and Elevate the Retail Customer Experience

Rapid changes in consumer demand and the marketplace have challenged retail companies since the beginning of the decade. After the two best years in industry history, businesses struggled post-pandemic with inflation, hiring shortages and inventory overages. A 40-year inflationary peak was recorded in June 2022, and consumers saw 11 hikes in the Federal Reserve rate by July 2023 . Added to these challenges are retailers' focus on using AI and analytics, realizing profitable growth, and complying with environment, social, and corporate governance requirements.

Mining and analyzing data from across the retail value chain can help companies achieve their goals and truly thrive. The insights gained from this data can help retailers:

- Personalize the customer experience
- Build compelling product experiences
- Create supply chain agility
- Drive operational efficiency
- Ensure compliance and reduce risk

In this eBook, you'll learn how leading retail organizations are managing their data assets and using data-driven insights to improve their performance in 10 critical business areas. These case studies examine how companies are creating a data foundation that enables smarter, faster decision-making and better business outcomes.

We hope you are inspired by these customer successes and that they catalyze your own digital modernization and data management efforts.

1. Use Case: Customer Loyalty

Discount Tire Gains a Single View of the Customer Across All Channels

Headquartered in Scottsdale, Arizona, Discount Tire is the largest independent tire and wheel retailer in the world. The company operates more than 1,000 stores in 35 states, selling products such as tires, wheels, sensors, lug nuts, and wiper blades, and offering tire-related services.

The Need: To maximize basket size, shopper frequency, and customer lifetime value (CLV), retailers need a single view of the customer that is created by pulling data from customer-facing systems – including loyalty, credit card, and service solutions. This "golden" record should include information about people in the household and validate customer addresses.

Goals: When customers did business with Discount Tire using multiple in-store and online channels, employees couldn't get a complete view of each customer or those interactions. The company wanted to share customer and vehicle information across sales, marketing, and service applications.

Solution: Using Informatica Customer 360 and Informatica Data Quality, Discount Tire created a single view of customers and vehicles across multiple point-of-sale, ERP and ecommerce systems.

Results: Discount Tire consolidated more than 70 million customer records and now provides a trusted source of customer data. The company also improved customer satisfaction with seamless, consistent experiences across channels.

50%

Reduction in duplicate customer records, improving marketing response rates with customer segmentation and personalized communications

"We want to make sure that no matter which Discount Tire store or channel a customer enters, we know who they are and what vehicles they own. Informatica makes this easy by consolidating all the data about a customer into a single master record, then distributing it to various applications."

Gary Desai
CIO, Discount Tire

2. Use Case: Customer Engagement
Burton Snowboards Gets Closer to Customers Using Data as a Strategic Asset

Headquartered in Vermont, Burton Snowboards manufactures and sells premier products for snowboarding and the snowboard lifestyle to athletes, casual riders, and families. The privately held company operated as a wholesaler and sold through retail outlets since its 1977 founding. During the pandemic, Burton added direct-to-consumer (DTC) operations.

The Need: Retailers must create a consistent shopping experience across all channels, engaging the customer at just the right moment in the shopping journey. To deliver personalized customer engagement, companies need clean, accurate customer and product data at every touchpoint. Customers appreciate personalized interactions that recognize them, whether they interact using a contact center, digital applications, or in-store technology controlled by your frontline workers.

Goals: To support its DTC business, the company initially tried to engage customers using email addresses. But too many duplicate addresses compromised the success of this effort. Burton quickly realized it needed to get to know its customers better.

Solution: Using Informatica Cloud Data Governance and MDM – Customer 360, Burton created a customer golden record that merged email addresses and identified target households.

Results: By managing its data as a strategic asset, Burton can more effectively get the right product in front of the right customer. Increased data transparency and reduced time from data to insight is helping the company enhance customer engagement, leading to an immediate increase in revenue.

Millions
of data points

Used by Burton Snowboards to build a smart product strategy

"As we approach peak snowboarding season, Informatica's Cloud Data Governance and MDM solutions help us maintain a high bar for data quality and management. By empowering our teams with access to the right data at the right time and the know-how to use it, we can predict demand accurately and build a product strategy based on customer needs."

Kyle Wierenga
Vice President of Global Information Technology & Analytics, Burton Snowboards

CAMPING WORLD

3. Use Case: Marketing and Advertising
Camping World Personalizes the Customer Experience with Marketing Precision

Outdoor enthusiasts interested in snowboarding, boating, hunting and fishing turn to Camping World. One of the largest U.S. retailers of recreational vehicles and a retailer of tens of thousands of outdoor-related products, the company develops and nurtures long-term relationships with its more than 10 million customers.

The Need: To increase their return on ad spend (ROAS), CLV, and return on investment (ROI) in campaigns, retailers require clean, well-governed customer and purchase data. Companies that strive to maximize the profitability of their retail media networks also need clean, trusted data.

Goals: Siloed applications across the company's different lines of business, stale data and duplicate records created marketing inefficiencies and negatively affected the customer experience. To build and enhance customer relationships, Camping World needed to create a single view of each customer that was accurate, secure and easily accessible.

Solution: Using Informatica MDM – Customer 360, the company matched and merged 29 million customer records into unique customer identities.

Results: Each line of business can provide appropriate offers to customers, and the company can capture customer interactions in near real time. Using the data to improve marketing precision, Camping World is fulfilling its customer experience vision and customer satisfaction scores are rising.

29 Million

Customer records matched and merged into unique customer identities

"With Informatica Customer 360, we can really get to know our customers and create new tailored marketing campaigns that target fishermen or boaters, for example, and connect the whole outdoor experience for them. It will enable new business models and help make our marketing campaigns even more effective."

Terry Britt
Manager Enterprise Data Team, Camping World

4. Use Case: Omnichannel Commerce

PUMA Competes to Win with a 360-Degree Product View

Headquartered in Germany, PUMA SE has been creating products for the fastest athletes on the planet for 65 years. The sports company designs and manufactures athletic and casual footwear, apparel, and accessories.

The Need: Today's consumers expect to shop with retail brands across multiple channels, such as in-store, using digital apps, or on a marketplace or e-commerce site. No matter where they shop, consumers expect to see consistent, accurate product data across all channels. To meet this need, you must be able to onboard new products quickly using clean, consistent product data. By including product attributes and imagery in your data, you can fuel omnichannel sales conversions.

Goals: To enhance its omnichannel commerce strategy, PUMA wanted to provide a single, trusted view of product information while unifying customer experiences across all regions, channels, and touchpoints. The company needed to centralize product data that was stored in multiple siloed systems and maintain consistent product data quality.

Solution: Informatica MDM – Product 360 helps PUMA deliver rich, consistent product information globally, enabling the

company to achieve its vision for product information management.

Results: By improving agility and enabling faster time to market, the solution helped PUMA increase sales by 10% in just nine months. Customer conversion rates rose by up to 20%, and the company enhanced its operational efficiency and reduced data management costs. As a result, PUMA realized its ROI targets for the project in less than two years.

10%

Increase in sales over nine months, with greater agility and faster time to market

"Having MDM – Product 360 helps us better prepare for our extremely strong growth ahead in international e-commerce sales and supports a conversation rate boost of 10% to 20%."

Heike Zenkel
Team Head Content Management Global E-Commerce, PUMA

5. Use Case: Supplier Management

Unilever Builds a More Resilient Supply Chain by Mastering Supplier Data

Headquartered in London and Rotterdam, Unilever is a global company that sells fast-moving consumer goods that help make sustainable living commonplace. With divisions focusing on beauty and personal care, foods and refreshment, and home care, the company sells goods in 190 countries.

The Need: To enable an agile supply chain, you must be able to onboard suppliers quickly – in hours or minutes instead of days or weeks. Being able to quickly source new suppliers when conditions change is critical. And you need the flexibility to manage spend across your first-, second- and third-tier suppliers.

Goals: To create a resilient, sustainable supply chain, Unilever wanted to improve visibility into its supplier base and accelerate the onboarding of new suppliers. Another priority

was to comply with industry standards and help consumers make informed choices by automating the sharing of product master data with retail partners via the Global Data Synchronization Network (GDSN).

Solution: The company launched a new self-service supplier master portal built using Informatica MDM – Supplier 360. To create a consistent record for each product, Unilever deployed Informatica MDM – Product 360 with GDSN Accelerator, which automatically

retrieves consumer product data from source systems.

Results: The solutions helped increase supply chain capacity, resiliency and sustainability. Being able to easily share product data with e-commerce retailers helps Unilever boost online sales by influencing consumer purchasing decisions. The company can meet global standards for product data sharing, allowing retail partners to access real-time consumer product information.

80%

Reduction in the time needed to onboard new suppliers

"Unilever and retailers now have a single version of truth for product data which is helping to enhance their consumers' shopping experience."

Informatica Team

6. Use Case: Warehousing & Transportation

Avis Budget Group Connects a Global Fleet Using Real-Time Data

AVIS®

Headquartered in Parsippany, New Jersey, Avis Budget Group is a leading general-use vehicle rental company. Operating in 180 countries in a dynamic industry with new competitors, the company strives to offer customers new experiences and digital services.

The Need: To improve supply chain agility, retailers need greater insight into their warehousing and transportation operations. Meeting your supply chain service level agreements requires complete supply chain visibility. You need to be able to locate assets anywhere in the supply chain — whether they are in a warehouse or on a boat, truck, or plane.

Goals: The company aspired to connect its massive fleet of 650,000 vehicles in real time, creating a complete global view to enhance efficiency, reduce costs, and drive revenue. It also

wanted to document core assets, such as fleet and telematics data, while capturing business context from subject matter experts. Another goal was to reduce business risk by profiling and governing telematics data to help uncover data quality issues early.

Solution: Avis Budget Group deployed Informatica solutions on AWS, helping operationalize data and allowing users to perform real-time analytics. Informatica Data Engineering Integration enabled faster, more flexible and repeatable ingestion and integration

of big data. Using Informatica Enterprise Data Catalog, the company added visibility into data location, lineage and business context.

Results: An end-to-end data pipeline supports global vehicle analytics and lets fleet managers track vehicles in real time. Business users can search for, locate, and understand data assets, increasing productivity. Improved data quality and governance mitigates risk and helps ensure that fleet data is complete and in the right format.

650,000

Vehicles in the Avis Budget Group fleet planned to provide real-time data for analysis

"Informatica lets us use real-time data to optimize fleet management and telematics so that we can save money and drive our bottom line."

Christopher Cerruto

VP of Global Enterprise Architecture and Analytics, Avis Budget Group

7. Use Case: Sales, Inventory and Returns

Kroger Improves Stock Analytics with Integrated Warehouse and Supply Chain Data

Headquartered in Cincinnati, American retailer The Kroger Company is the largest U.S. supermarket by revenue. The company's supermarkets, warehouse stores, and multi-department stores are distributed throughout the U.S. Kroger operates an economical three-tier distribution system.

The Need: Sales, inventory, and returns form the backbone of the data that brands use to assess retail performance. Most retailers struggle to establish accurate comparable sales across channels and time periods and to understand real-time inventory and the financial impact of returns. To properly run the business, retailers must have confidence that their data is accurate.

Goals: Out-of-stock products created lost sales. To address this problem, Kroger wanted

to incentivize vendors to deliver products on time to its warehouses. The company also aspired to analyze historical trends for its warehouse operations.

Solution: Using Informatica Intelligent Data Management Cloud (IDMC), Informatica Cloud Data Integration, and the IDMC Cloud Mass Ingestion service, Kroger integrates warehouse information from an on-premises operational data store (ODS) into Google

Big Query. The company uses Tableau for analytics and data visualization.

Results: Kroger is saving millions of dollars with IDMC and Google Cloud. The solutions reduced analytics execution time from hours to minutes. Insights derived from this solution also enabled the company to incent vendors to deliver products on time, avoiding millions of dollars of missed sales.

Millions
of dollars

In missed sales avoided by ensuring products are in stock

"The on-premises prototype analytics solution could take up to hours per day to execute. Utilizing Informatica Intelligent Data Management Cloud to integrate the warehouse information from an on-premises operation data store into Google Big Query, analytic execution time was driven down to minutes resulting in a highly scalable, easy-to-use analytics solution."

Data Engineer
Kroger

8. Use Case: Supply Chain Collaboration

Psycho Bunny Elevates Inventory and Supply Chain Management Using Trusted Data

Based in New York City, Psycho Bunny is an omnichannel clothing brand that celebrates individuality, confidence, and diversity. The company nearly tripled its business since 2020, requiring changes in how it scaled production and managed inventory.

The Need: Sharing sales, forecast and logistics information with key trading partners can help retailers improve their brand by delivering goods when and where consumers want them. With the right information, you can track supplier performance, streamline EDI transactions, and improve product traceability.

Goals: Psycho Bunny wanted to use a wealth of data from trading partners to help shape its decisions on product development, demand planning, procurement, distribution

and marketing. To meet the demand for shorter product cycles, the company needed high-quality, trusted data – plus the right technology, infrastructure, and tools.

Solution: With a goal of streamlining its order management system, Psycho Bunny partnered with Informatica. Informatica Intelligent Data Management Cloud (IDMC) offers an integrated supply chain collaboration platform that helps the company integrate data with a variety of partners, such as logistics, warehousing, packaging, and

return processing providers.

Results: Psycho Bunny shares its inventory across channels, making more products available to customers via their preferred channels. With clear visibility into current inventory and real-time inventory availability, the company can determine when, what and how much inventory is needed to maintain appropriate stock levels. The solution also offers valuable insight into issues such as product performance, consumer behavior, supplier relationships, and business planning.

< 6 months

To roll out an order management system based on IDMC

"We use Informatica's Intelligent Data Management Cloud (IDMC) to integrate with a variety of different platforms to help run our operations smoothly. Having an integrated platform allowed our inventory to be shared across channels, making more products available to customers via their preferred channels."

Patrick Lagace
IT Director, Psycho Bunny

9. Use Case: Financial Planning & Analysis
Ace Hardware Integrates Financial Data for Better Planning and Analysis

Ace Hardware is a leading hardware wholesaler and retailer that stocks more than 4,800 independently owned and company-owned hardware stores in all 50 US states and more than 72 countries. The company is known as a service-based, high-touch, local hardware business.

The Need: To cope with shorter-than-ever financial reporting, analysis, forecasting and planning cycles, retail companies need to use automation technologies to accelerate users' access to trusted, reliable financial data.

Goals: To strengthen its dominance in the convenience segment of the retail home improvement market, Ace needed improve the timeliness, breadth and quality of its retail reporting. The company wanted to be able to track and forecast actual sales, not just products that retailers ordered. To lower inventory costs and optimize pricing, Ace also wanted to integrate its wholesale and inventory data with point-of-sale (POS) data.

Solution: Using solutions from Informatica, Ace integrated POS data from 1,500 retail locations with its wholesale and inventory systems. Now sales, marketing and pricing managers can strategically analyze this financial data. The company also used real-time POS data analysis to accelerate the replenishment of inventory systems and in-store stock, which helped reduce inventory holding costs.

Results: Ace increased its profit margins by using Informatica solutions to identify higher local competitor prices and standardize on the higher price. By analyzing historical buying habits and detecting trends, Ace now can target customers more effectively.

1500
Ace retail locations whose POS data was integrated with wholesale and inventory systems for strategic financial analysis

"Informatica has given us a robust and consistent platform to manage the flow of data into and out of our analytic infrastructure. In addition, we have solved other data movement problems with Informatica. Whenever we have a data integration opportunity, our first thought is now Informatica."

Mark Cothron
Data Warehouse Architect, Ace Hardware

KWIK TRIP™

10. Use Case: Compliance, Privacy and ESG

Kwik Trip Unlocks the Value of Data with Enhanced Data Governance

Founded in 1965, Kwik Trip is a family-owned chain of nearly 900 convenience stores located in the U.S. upper Midwest. The company is a food service leader and is vertically integrated in both its manufacturing and distribution operations.

The Need: To enhance compliance and reduce risk, retailers must ensure customer data privacy and remain current with regulations such as GDPR and the California Consumer Privacy Act (CCPA). You also need to meet environmental, social, and governance (ESG) mandates as well as regional traceability requirements such as Section 204 of the FDA Food Safety Modernization Act (FSMA).

Goals: To enable business growth and expand its capabilities through new software implementations, Kwik Trip needed to integrate various data sources and systems.

But duplicate data sources, an inability to link customer accounts between B2B and B2C sales channels, and inconsistent definitions of customer data created data governance stumbling blocks.

Solution: Using Informatica ICDM, Kwik Trip was able to create a one-stop shop where users can retrieve clean, accurate customer data. The solution's integrated tool set – including Informatica Customer 360, Informatica Reference 360, Informatica Data Quality, and Informatica Cloud Data Profiling – helped the company exceed its goal of

creating well-managed data by delivering true business value.

Results: Kwik Trip created a single source of truth for all B2B and B2C customers. The company's CRM and service programs now consume clean, high-quality data. Kwik Trip also reduced the cost of duplicate customer contacts, including marketing emails and text costs. Business users recognize the value of the data governance program and are already requesting additional features and functionality.

"The Informatica platform allowed us to set up everything for our data management needs in one user-friendly platform."

Kayla Koenings
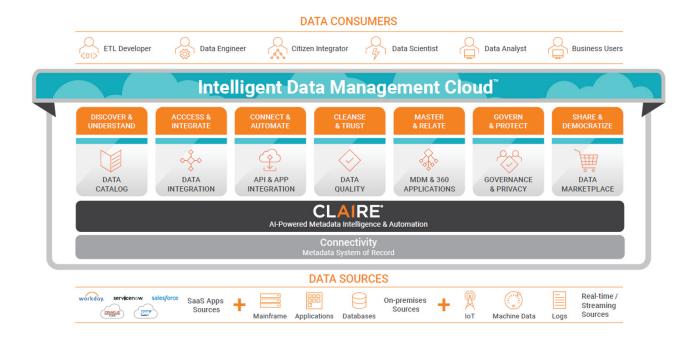Data Governance Supervisor, Kwik Trip

Informatica Solutions for Retail Use Case

Fulfill Your Brand Promise with the Power of Cloud-Based Data Management

Informatica helps retailers create a unified data foundation that supports enhanced competitiveness in today's changing industry. Our AI-powered, cloud-native data management solutions are based on the Informatica Intelligent Data Management Cloud (IDMC) for Retail.

Informatica IDMC for Retail is the industry's most complete and modular enterprise data solution, built on a microservices architecture to help retail organizations unleash the power and value of all data across local systems and hybrid and multi-cloud environments — ensuring data is high quality, governed, democratized, and holistic.

Next Steps

Learn more about Informatica solutions for retail at **www.informatica.com/retail.**

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.

Where data & AI come to

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