



Client Story

Retail Grocer Achieves Stability and Agility With Enterprise DMP

A national food retailer needed a cost-effective, streamlined solution to capture all types of data and shape that data into business insights to drive outcomes.

With its current solution, the retailer used third-party vendors to support new types of data sources. Additionally, that data was not processed in a usable, curated way so that the retailer had proper insights to make smart business decisions.

Since an on-premises solution requires internal resources and associated costs to manage, it wasn't the most efficient option regarding scalability. Enterprise Data Management Platform (DMP) is the data backbone that the company needed to collect and standardize this data at scale in the cloud. This unified ecosystem of data management and data science differentiates the organization by infusing data-driven business and customer insights directly into its decision-making process.

The ABCs of Enterprise DMP

A functional Enterprise DMP allows the national food retailer to have a centralized, standardized system for collecting, organizing and analyzing its large sets of data from disparate sources — and in disparate formats. The Enterprise DMP is designed to integrate the changing technology and data landscape across the enterprise, including its cloud-first strategy (Microsoft® Azure®) and modernization initiatives like Ascend and Tally. A variety of connection points give employees more options to access and consume key data assets within the enterprise across all data patterns like batch and real time.

In addition to increased accessibility, the DMP offers a one-stop shop of high-quality data where consumers can trust they are using a single version of the truth to inform business decisions.

A national food retailer needed a streamlined solution that could capture all types of data from disparate sources and help shape it into insights to drive better business outcomes.

Industry:

Food retail

The challenge:

A national food retailer's data and its variety of sources became too complex for its previous DMP. It needed a cost-effective, streamlined solution to capture all types of data and quickly shape it into business insights to drive outcomes.

The solution:

Enterprise DMP

Insight provided:

- Architectural direction for an Enterprise Data Management Platform (EDMP)
- Expert data framework guidance for business intelligence
- Support for simplicity and security in the data transition process

Insight services:

- Professional Services

The backbone to business intelligence

Insight worked with the food retailer to provide expert architectural direction on the platform with minimal oversight. The team helped direct the data to create a framework that the business could use in ways that it was not previously prepared for. Furthermore, the platform that Insight had put in place was able to scale with the food retailer as it needed to react to changes in the market.

This national food retailer made 2020 its best year in history — even despite the circumstances that the year brought with it. This success was enabled by the Enterprise DMP and the business intelligence that the platform provided. With accurate data and analytics at their fingertips, the team was able to maintain the appropriate kinds and numbers of products to keep shelves stocked, keep their supply chain flexible, and pivot many different pieces and parts of the business as they were affected.

The Enterprise DMP serves as the data and business intelligence backbone for the entire organization to drive insights for the future. With one centralized solution, the company can:



Quickly test and deploy data solutions using searchable data assets that are easily accessible and that meet the required speed of the business decision.



Deliver optimal business value faster and at scale by utilizing governed, cleansed and organized enterprise datasets from across its whole data ecosystem.



Maintain consistency by adhering to established contracts with upstream data providers and downstream consumers related to quality, latency and accessibility.

A national food retailer trusted the Insight data team to prepare comprehensive architecture plans and concepts even before vendor selection. Insight was there every step of the way to provide architectural leadership and top-notch Azure® architects when building the DMP in the cloud. Because of Insight's historical relationship with this food retailer, the Insight team was also acutely aware of its privacy guidelines in the cloud, simplifying and securing the data transition process.

Benefits & outcomes:



Ability to **quickly test and deploy data solutions**

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Governed, cleansed and organized enterprise datasets



Fast optimal business value delivery — **and at scale**



Agile decision-making based on easily accessible analytics and data



Simplified supply chain maintenance and optimization

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