

dunnhumby Data Gets Automated

Leading retail data analysis company automates and standardizes application, data and infrastructure processes to improve client sales, profit and brand value.

dunnhumby

Key Points:

- ▲ Each client's data automation solutions was custom-developed, which was time-consuming and costly.
- ▲ To expand, dunnhumby needed a standardized model that it could deploy rapidly for each new client venture.
- ▲ dunnhumby chose Redwood Cronacle® to automate and coordinate its application, data and infrastructure processes.
- ▲ Cronacle provides dunnhumby with the standardization, high availability and control required to better serve new clients, and support global expansion.



▲ A Data Challenge

dunnhumby is the global leader in helping companies understand the wants, needs and desires of its customers through data analysis. The company compares buying information from 400 million customers in 28 countries. Employing more than 2,000 people in Europe, Asia and the Americas, dunnhumby serves a prestigious list of clients including Tesco, Procter & Gamble, Shell, Coca-Cola and Mars.

Using a specialized in-house framework, dunnhumby analyzes customer data and builds customer-driven action plans. A primary business goal for dunnhumby was to increase its global footprint, and the company identified automation as a necessity to improve efficiencies and enable growth.

Before Redwood, each of dunnhumby's client's automation solutions was custom-developed by individual client teams for extract, transform and load (ETL) processing into its data warehouse. This time-consuming and costly method made it difficult for staff to develop new approaches or innovate while managing other clients.



dunnhumby needed a standardized model that it could deploy rapidly for each new client venture. The goal was to enable every client team to move between client areas and still deliver excellence in oversight. The client team wanted to hit the ground running with a standard set of capabilities accessed through a single delivery mechanism.

▲ One Solution



dunnhumby chose Redwood Cronacle to automate and coordinate its application, data and infrastructure processes.

Cronacle is now embedded into dunnhumby-developed applications to create automated, synchronized processes with minimal user interaction. With Cronacle dunnhumby links a standard set of automated data management processes together to maximize client data value.

dunnhumby's in-house application is a platform for global data analysis. Cronacle also monitors the infrastructure and delivers regular backups.

▲ Supporting Global Expansion



Neil Lewis, dunnhumby's group automation manager, says: "We could equate Cronacle to an intuitive and ubiquitous factory with extremely high output. Minor adjustments to that factory can be made without any human intervention and without disrupting processing. It's difficult to put numbers on what Cronacle does for dunnhumby. Suffice to say we couldn't imagine doing what we do without it."

dunnhumby now has automated, asynchronous application processes that require minimal user interaction. Rapid, repeatable processes ensure that the client team maximizes the value of client data. In addition, process



"Sometimes you know something is really working because nobody notices it. Cronacle has become one of those things."

— Neil Lewis, Group Automation Manager, dunnhumby

monitoring automation and regular back-ups reduce business risk and improve transparency.

Cronacle provides dunnhumby with the high availability and control required to serve new clients, and supports global expansion.



About Redwood Software

Redwood is the world leader of Enterprise Process Automation*. Over the last 20 years we have helped more than 3,000 customers automate their mission-critical IT and business processes. Our customers remove the costs, risks and wasted time of manual tasks and achieve greater reliability, consistency and accuracy across diverse processes, such as the financial close, supply chain and business intelligence (BI). We have the ability to connect applications from any vendor or source, and we are the only strategic process automation partner for SAP*. With the industry's widest range of deployment options we offer software, cloud or appliance. Our Automation Process Packages (APPs) help customers achieve success in the shortest possible time and with minimum effort.

For more information on customer successes with Redwood, visit www.redwood.com