

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.

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, they serve 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 them was to increase their 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 method made it difficult for staff to develop new approaches or innovate while managing other clients.

The company needed a standardized model to 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. These teams wanted to hit the ground running with a standard set of capabilities accessed through a single delivery mechanism.

KEY POINTS

- ▲ Each client's data automation solution 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 RunMyJobs® to automate and coordinate its application, data and infrastructure processes.
- ▲ RunMyJobs provides dunnhumby with the standardization, high availability and control required to better serve new clients, and support global expansion.



ONE SOLUTION



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

standard set of automated data management processes together to maximize client data value.

It's now embedded into dunnhumby-developed applications to create automated, synchronized processes with minimal user interaction. With RunMyJobs dunnhumby links a

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

SUPPORTING GLOBAL EXPANSION



Neil Lewis, dunnhumby's group automation manager, says: "We could equate RunMyJobs 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 RunMyJobs does for dunnhumby. Suffice to say we couldn't imagine doing what we do without it."

processes that require minimal user interaction. Rapid, repeatable processes ensure that the client team maximizes the value of client data. In addition, process monitoring automation and regular back-ups reduce business risk and improve transparency.

dunnhumby now has automated, asynchronous application

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



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

— Neil Lewis, Group Automation Manager, dunnhumby

