

DATA BY DATITUDE

Solution for Retailers



Retail Systems
awards
2021
SHORTLISTED



DATITUDE
DATA DRIVEN RETAILING

AN INTRODUCTION

Experts in solving data conundrums

Do you find yourself drowning in a retail data lake? More data than you can shake a stick at, too many ways to access it, and even then, you can't rely on it?

Or maybe you're wasting too much time with complex integrations and analysis, manual processes and poor data; unable to truly understand trading performance, customer behaviour and marketing campaign effectiveness in real-time?

You're not alone!

Many years after business intelligence tools first appeared, retailers and brands still struggle to unify and exploit their vast volumes of data. Legacy IT systems, multiple disparate source systems, technology and data silos, no data warehouse or front-end BI tools, inefficient processes, organisational barriers, limited resources, and the need to accommodate diverse user needs and skillsets, are some of the many challenges businesses face.

The good news is, it doesn't have to be this way with data by Datitude! Whatever your data conundrum, Datitude can assist.

We've produced this brochure to help you understand more about Datitude's platform; why it's a complete data-enabling solution, our technology and integrations, use cases, who we are and who we work with.



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DATITUDE'S CUSTOMER & RETAIL DATA PLATFORM

A complete retail BI & customer data solution

Datitude's customer and retail data platform integrates your retail data into our secure data warehouse and turns it into valuable insight and action from one central intelligence hub. It's a **complete retail BI and customer data solution** – the engine to power all your **trading and customer data analytics** across **physical and digital** retail and the key to **unlocking your vast data volumes to deliver better business outcomes**.



With a **single source of truth** across **customers, sales, and stock**; the same, **trusted, unified data**, is **accessible to everyone**, sliced and diced to meet **different needs**.

It provides **fast and secure access** to your data that you can be confident is **accurate and up to date**, in a **single managed, scalable, and easy to use** solution.

Why it's a complete data-enabling solution

It combines **data warehouse** and **data lake, systems integration**, and **business intelligence**, to unleash the most powerful **customer and trading insights** across **multiple channels (on and offline)** at speed, and on-demand.



Source data from disparate systems is integrated into our data warehouse and processed daily, **creating standardised data sources** and a **single version of the truth** across **customers, sales, and stock**.

No matter what the data source or system (eg. store POS, ecommerce, social commerce, merchandising, email, web analytics) **we can connect and process it** – **omnichannel, structured, and unstructured data**.

Extensive data modelling provides **over 50 out-of-the-box analysis workbooks** configured specifically for retailers, with a **choice of intuitive front-end user interfaces** to provide **advanced analytics capabilities and BI**.



Multiple User Interfaces

Easy to understand **dynamic reports and analytics are automated and built-in as standard**, including **visualisations and sophisticated interactive dashboards**. Plus, it's easy to use for **extracting data and hands-on analytics**.

Automatically integrate data into other systems (in-house and third-party), including **ESPs, data co-ops and catalogue fulfilment houses**, for **direct marketing campaign execution**.

Modern tech, flexible integrations and a choice of front ends

Our platform uses **forward-thinking** and **modern tech stacks**, incorporating technology such as **Amazon Redshift, Tableau, PowerBI**, an **Excel add-in**, plus our **own proprietary technologies**, making it **fast, secure** and **scalable** to grow with any business.

We've built **out-of-the-box source systems integrations** with many of the **most popular multi-channel retail systems**. Plus, **custom integrations are built quickly and easily**. There is **no end to the data you can connect!**

We know every retailer's needs are unique and one size does not fit all, which is why our solution provides the **expertise and flexibility** to effectively **integrate, customise, and front-end a BI solution** to meet your **bespoke requirements**

shopifyplus	Magento An Adobe Company	salesforce	aptos
Global e	RETAIL ASSIST Merret Pro	odoo	Brightpearl
dotdigital	emarsys in part of SAP	ometria	access
mailchimp	ORACLE NETSUITE Retail Marketing Platform	Google Analytics	facebook
YOCUDA	Power BI	LOYALTY LION	Voucher Express
		tableau	

A TOOL FOR EVERYONE

Powerful use cases to drive customer value and profitable growth



Use cases really are endless. We've picked out the most common ones to give a flavour of what's possible. If you want more detail, just ask!

Exec teams use Datitude as their go-to for understanding trading performance in real-time, with time-period comparisons and variance to budget, forecast and reforecast, automated as standard:

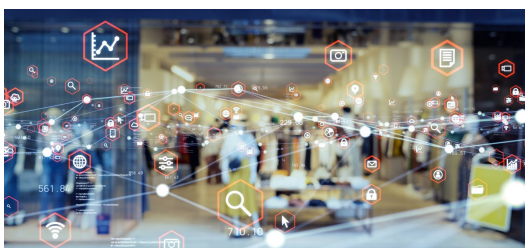
- exec summary dashboards
- weekly trading performance reports.

Finance teams use Datitude to build trading budgets, forecasts, and "what if" scenarios quickly and easily. They:

- assess YOY performance vs forecast, and reforecast, with real-time data
- gain margin visibility and growth across channel, price, and product mix
- evaluate ROI decisions.

Marketing teams use Datitude for customer and campaign insights and analytics; they leverage the data and segmentation models to cultivate loyalty, improve targeting, aid personalisation, and drive customer value and profitable growth. They:

- use a rich, single view of the customer – including lifetime value, RFM segmentation, sales and returns history, and subscriber status – to provide more personalised experiences
- quickly identify potential VIPs
- reduce customer churn by targeting those most at risk and build customer retention with visibility of repeat purchase rates
- understand customer behaviour, campaign performance, and channel ROI quickly
- target customers, prospects, and lookalikes more effectively using the most loyal and profitable customer profiles
- use intelligent match-back analysis to accurately attribute orders to the right campaign and channel
- budget for campaigns and evaluate ROI with a suite of marketing performance analytics
- manage direct mail campaigns with cold data that's integrated, cleaned, and validated.



Merchandising teams use Datitude to understand product performance and the levers which influence demand and margin; using the insights for strategic planning and tactical merchandising decisions. They:

- use WSSI reports for greater visibility of demand, stock-outs, and margin, with more control of inventory
- respond quickly to protect trading performance by drilling down into department, category, and product reports
- gain insight into category and product performance to understand which products drive the highest loyalty
- determine optimum pricing strategies by understanding the impact of pricing on behaviour and lifetime values, and how different customer segments respond to pricing
- benefit from understanding top-rated products and best-selling product combinations
- analyse returns to shape merchandising decisions and protect margin erosion.



Customer Service teams use the CRM hub to gain a 360° understanding of their customer. They:

- know how to best respond with a more personalised experience via full visibility of customers' profiles
- manage common service delivery issues, like quickly contacting customers about product or delivery problems.

In-store Retail teams (in-house & concessions) use the Subscriber Centre within the platform to:

- securely acquire subscribers and manage marketing communication preferences and suppression requests
- report on, and drive improvements in, store performance.

Legal teams are secure in the knowledge that:

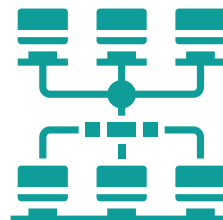
- Datitude's platform is GDPR compliant, and the Subscriber Centre gives easy, and auditable, management of GDPR requests.

A TOOL FOR EVERYONE

Democratising data for the benefit of the whole business

Datitude's solution is so much more than a CDP (customer data platform), or omnichannel marketing engagement platform for marketers. It's designed to meet the BI and data analytics needs of the whole business. Imagine the value your business could create if only you could:

- respond faster to trading conditions and market opportunities and replace guesswork with a data-driven approach using robust, real-time performance and customer data and analytics, including transactional, tactical, and forward-looking BI
- increase efficiencies with automated workflows for data collection and unification, automated reporting, and streamlined processes and elimination of data-lags



- gain a 360° view of customer behaviour to reveal all the most important insights
- understand the levers which drive loyalty and higher lifetime value

- have diverse and bespoke business rules, intelligence, and user needs and skillsets, including relevant security access and user-friendly front-end interfaces, easily accommodated
- rely on best-in-class governance and privacy, compliance and audit requirements.



ABOUT US

Meticulously designed for omnichannel by retail experts

With omnichannel creating dizzying amounts of data across retail, we understand the need for fast, robust, trusted, and easily accessible data analytics. Datitude's solution was born in 2013, built on the principle that insight should drive action – and that the best decisions are made when an organisation's data is easily accessible and understood – unrestricted by data silos, legacy IT systems, organisational structures, or limited resources.

Datitude's co-founders and directors, Sarah Hughes and Gavin Wilkinson, have over 40 years combined experience in omnichannel retailing and technology and worked with many of the UK's best-known brands and retailers. There's a team of highly talented and regarded developers, engineers, and integration and data experts powering Datitude's platform.

We take great pride in our tech development, service delivery and support to ensure clients can quickly and easily access their data and get the most value from it. Our strong service ethos and robust alert management system is underpinned by a "right-first-time" approach, so when the unexpected happens, you can be confident we'll not just fix it; we'll find and resolve the root cause too.

Who we work with

We've made our name in retail and have worked with many retail and DTC clients over the years, a few of which are shown here. We work with a diverse range of businesses (size, sector, multichannel and pureplay). The one thing they have in common is they all have ambitious growth plans and know better access to their data, and greater insight into trading performance and customer behaviour, is a key differentiator to higher performance.

WHAT PEOPLE SAY ABOUT DATITUDE

After years of searching, you really are **the most complete solution in the marketplace.**

Everyone else we spoke to can either do data integration, or reporting, **not both.**

Many say they understand retail which is a bit superficial – you have designed a **whole solution around a true understanding of retail.**

A key factor is **you can front end your solution with BI tools** (like Tableau, PowerBI, etc) **AND also use Excel** which nails it given the skills and preferences of our user-base.

HOW TO GET IN TOUCH

If you're ready to take the lead in driving customer value and profitable growth using the most complete customer and retail data platform in the marketplace, we'd love to talk!

Email: hello@datitude.co.uk

Call: 020 3003 5000

Web: datitude.co.uk/contact

Follow: linkedin.com/company/datitude

Watch: vimeo.com/datitude

