

DATA BY DATITUDE

When you need a
TRUSTED DATA PARTNER



Is your data letting you down?

Are you **drowning in a retail data lake**? More data than you can shake a stick at? Too many ways to access your data? And then, find it's unreliable?

If you **can't get what you need from your data**, how will you fulfil growing and diverse business demands for data? And make the most of AI?

Many retailers and brands still **struggle to unify their data**. The very nature of omnichannel retail means data architectures are complex. The greater the number of systems, the volume and types of data, the more challenging integrating data becomes. **Siloed data is a real issue**, impacting both reporting and analytics.

The right data architecture is key to success. We get it - it's why Datitude has you covered.

We do data!

Whatever your data needs, **you can trust Datitude to deliver.**

With Datitude, it's easy and cost-effective to unify your data and bring it to life, with instant access to advanced analytics and BI.



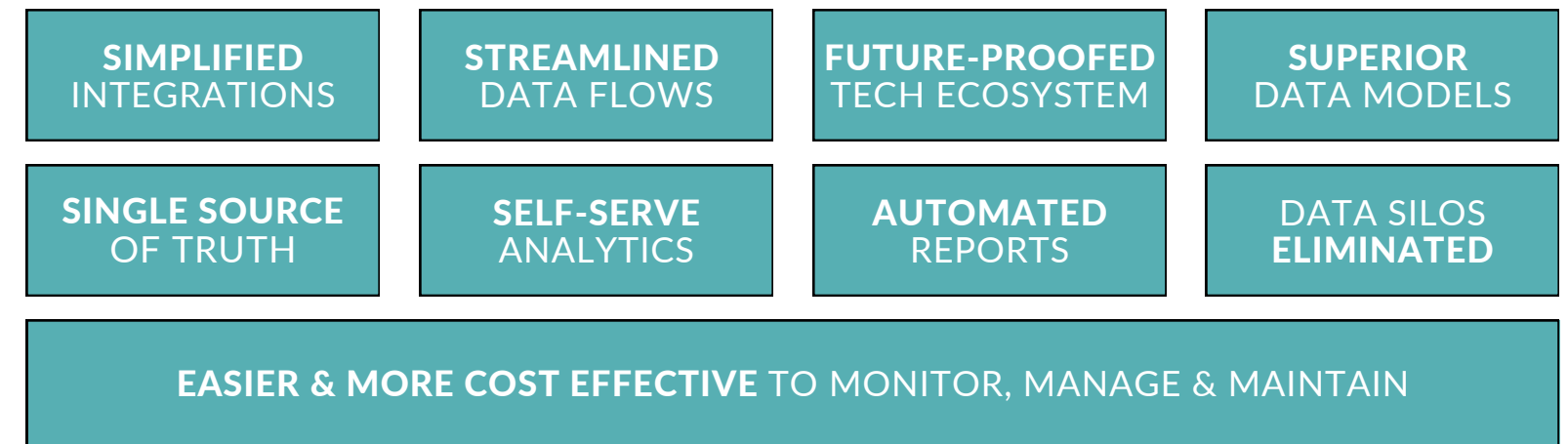
Data where it needs to be, on time, in the right format.

A true single source of truth. No silos.

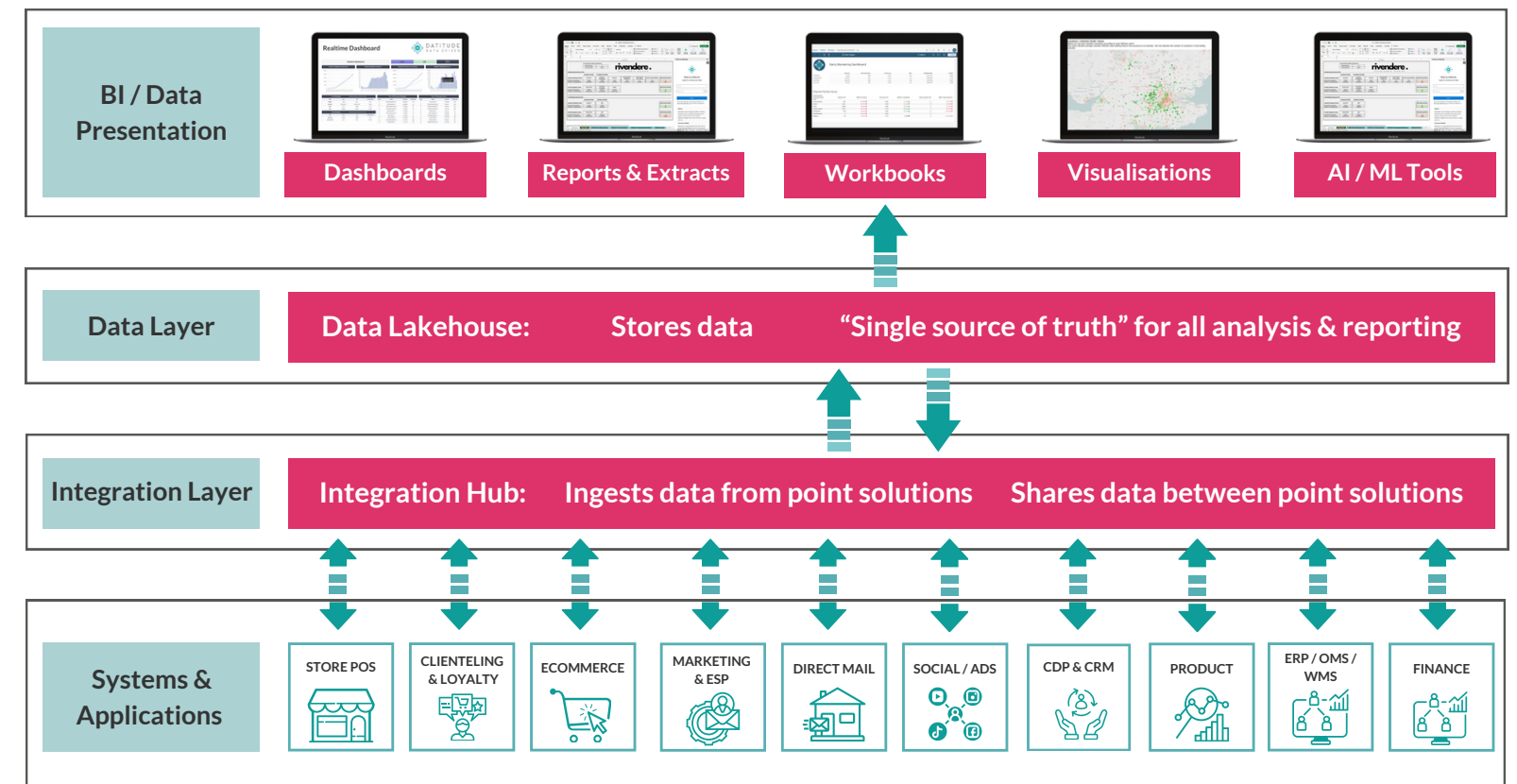
Built specifically for retail, Datitude's award-winning data platform is proven to deliver. And trusted equally by mighty retailers and fast-scaling brands who need **better access to their data**, and **valuable intelligence and actionable insights** they can rely on.

SODA: a refreshing data architecture for retail.

Datitude's platform overcomes the data challenges inherent in fragmented retail systems needed for customer-centric experiences. Underpinned by **SODA: Strategic Omnichannel Data Architecture**, it puts an integration *and* data layer at the heart of your systems.



From silo to soda!



The managed data platform for modern commerce.

Datitude's **award-winning data platform** provides the unifying framework to **connect, integrate and unify your data** in a **single, managed solution**.

DATITUDE INTEGRATION HUB

CONNECT & INTEGRATE

Integration Hub - Data Exchange

This engine **orchestrates your data flows**; it pulls data from disparate systems and shares it with other systems. **Data transformation** ensures all data ingested is de-duped, enriched, validated. Data tables and schema are **designed specifically with omnichannel retail in mind**.

DATITUDE DATA LAKEHOUSE

TRANSFORM & STORE

Data Lakehouse - Data Repository

This hybrid data lake / warehouse is **your central data repository** - curated, clean and complete, holding both structured and unstructured data. **High-quality data sets** enable extensive data modelling and machine learning, **no matter the data source**.

ANALYTICS TOOLS & APPLICATIONS

ACCESS & DISCOVER

Reports and Analytics - A "Single Source of Truth"

Everyone uses the same curated data - "**a single source of truth**". Extensive data modelling, a comprehensive suite of retail BI and reporting tools, **advanced analytics** at your fingertips. Slicing, dicing and extracting data is a doddle with our Excel add-in, and it's easy to plug in your choice of BI tool(s).

“ As data specialists, you have the capabilities and are great at what you do. We enjoy a **strong working relationship** with Datitude because you **consistently deliver**.”

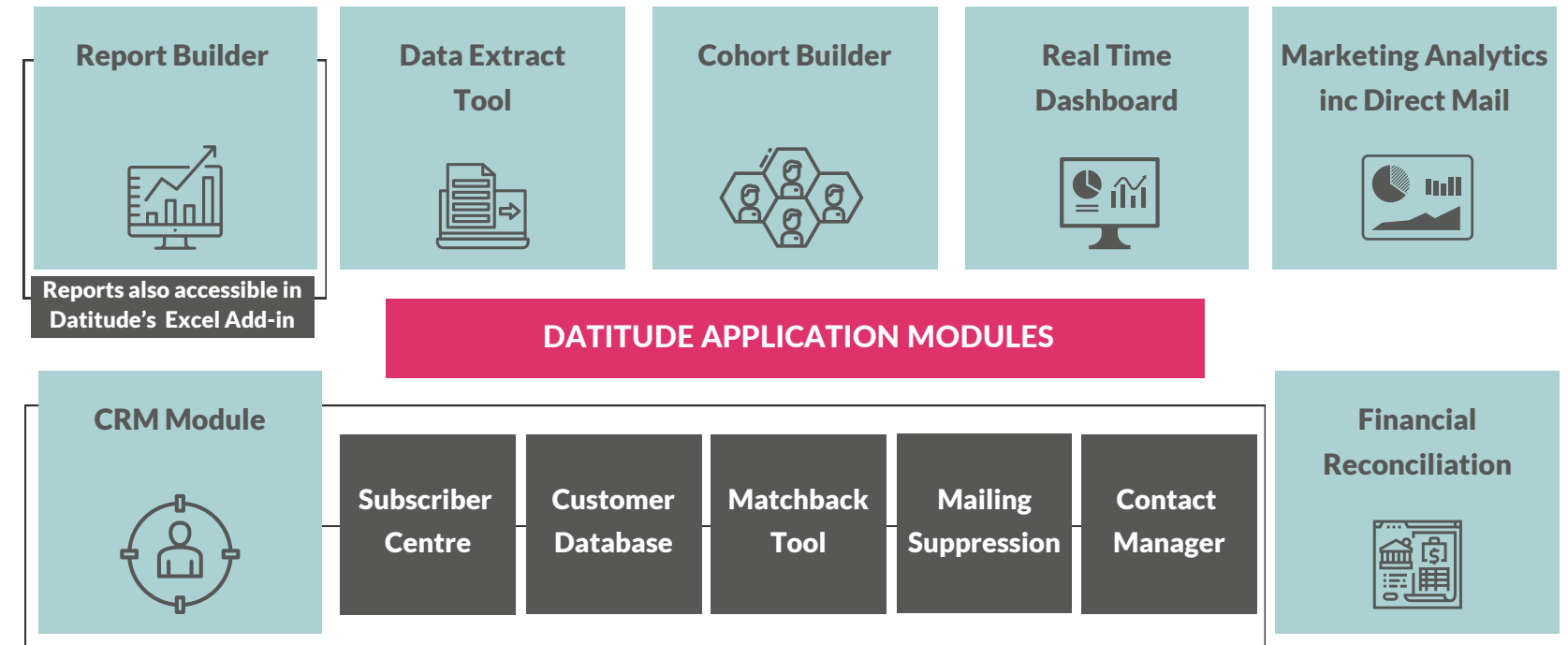
Datitude's **expertise** isn't just technical - you understand the nuances of retail and the customer experience. It's always a pleasure working with Datitude and **we value the team highly**. ”



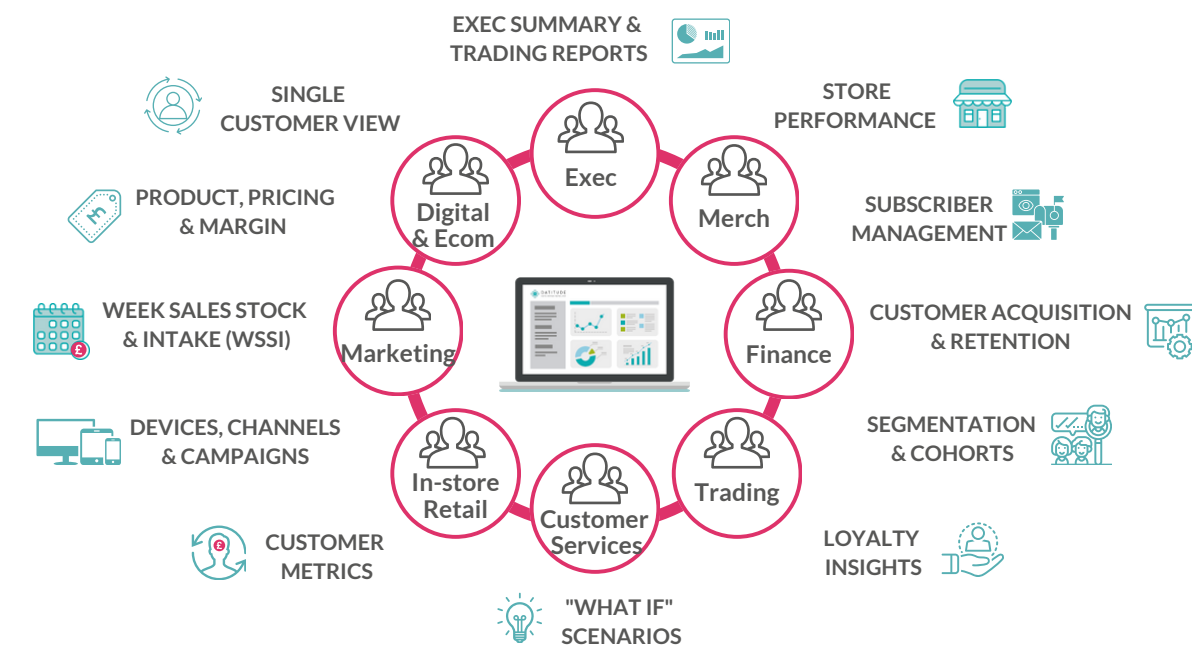
John Bovill,
Chief Transformation Officer, Majestic

Bring your data to life.

Imagine a tool designed to meet the BI and data analytics needs of the **whole** business. **One tool for everyone** with brilliant reports, charts, dashboards, maps, trends, and time-period comparisons, to truly understand performance and what drives it.

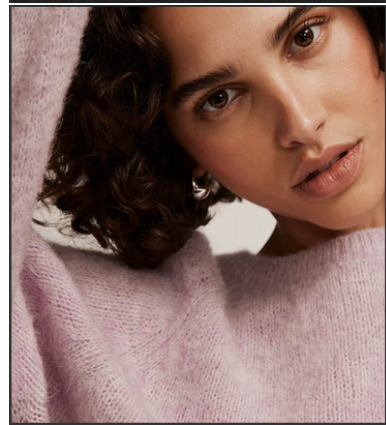


Access & discover: diverse users and use cases.



Some of the brands who trust us to deliver.

MINT VELVET



“ I was so impressed when I joined Mint Velvet and found we had all our data in place! **Everything we need is in the platform; a single source of truth and manageable at scale.** Data can be a real headache for a lot of retailers, and many aspire to what we have.

Datitude's platform is impressive. Of course, the product and solutions are important, but service delivery is too, and **this is what really sets Datitude apart.** ”

Maddy Turley,
International & Growth Director, Mint Velvet



MINT VELVET

Majestic 

V A G A
B O N D

slater
MENSWEAR

Global
HEALTHCARE
PROVIDER

“ Datitude sits at the heart of our operations...seamlessly **integrating best-in-class systems**, powering all of our **reporting and forecasting**, with no barriers to scaling.

Datitude's platform and omnichannel expertise has been **fundamental to our success** as we expanded into physical retail; allowing us to **access, integrate and manipulate data from all of our systems** to make **faster & better decisions** across all departments. ”

Axel Stelk,
Co-founder & COO, Piglet in Bed



How to get in touch.

If you're ready to take the lead and make your data work for you with **the managed data platform for modern commerce**, we'd love to talk!



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DATITUDE
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Retail Systems
awards
2024
Winner



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