



STOCKMANN

Success Story

Overview

Tech Mahindra empowered Stockmann in its cloud journey to create a cloud native architecture which enables them with unified data and analytics platform operating with enhanced efficiencies and reduced management overheads.

Tech Mahindra leveraged AWS platform to modernize their number of business lines across its portfolio e-commerce, supply chain, finance, and human resources which would help establish a single-version-of-truth through a standardized data and analytics platform, enabling Stockmann drive more efficient and hyper-personalized customer-centric initiatives

Client Background and Challenge

An internationally listed company engaged in retail trade, Stockmann plc established in Finland in 1862. Primely Stockmann's divisions are the retail, real estate, and Lindex with approximately 500 stores in 19 countries and 2 online stores.

Stockmann looked forward to a transformation approach where data and analytics could enable cost reduction and improved customer experience. Stockmann collaborated with TechM to come up with a futuristic solution with data and analytics components like AWS S3, Glue, EC2, AWS Redshift and Quicksight which span across these various business lines.

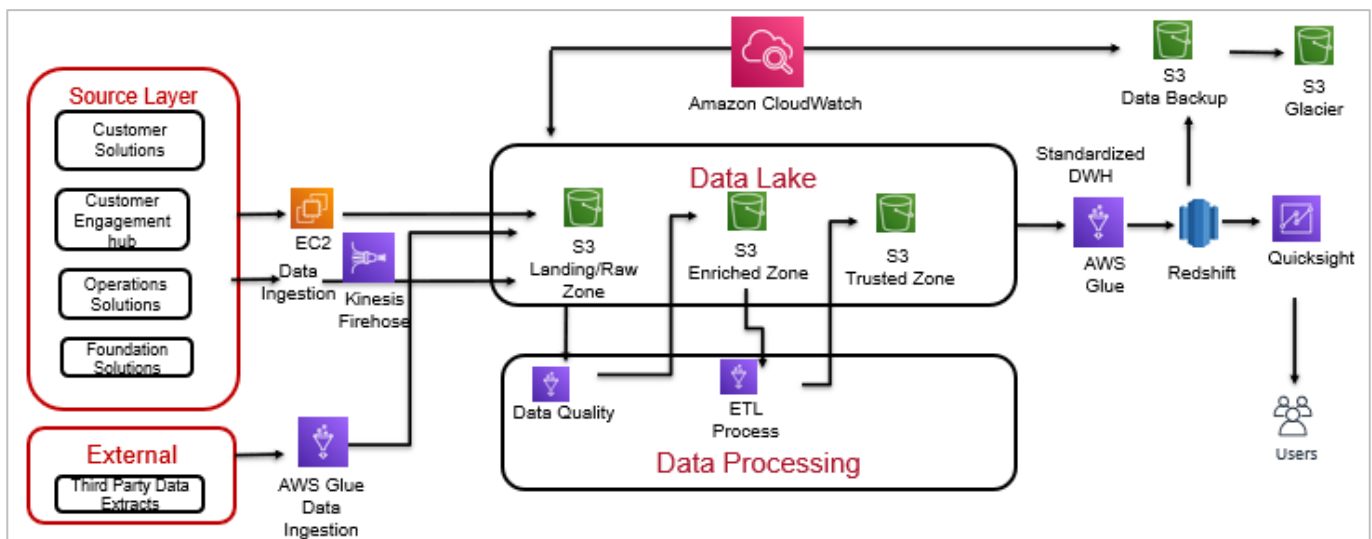
- ▶ Data platform unable to influence a positive customer-experience
- ▶ Data platform not fully equipped to enable a data-driven organization
- ▶ Lack of Enterprise Data Warehouse and Reporting Tool limits the ability to generate meaningful reports
- ▶ Higher likelihood of data inconsistencies
- ▶ Sub-optimal end-user experience owing to distributed BI and reporting
- ▶ Absence of Industry standard data model and business KPIs
- ▶ Operational overheads, lack of automation, low efficiency

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- ▶ Higher likelihood of data inconsistencies
- ▶ Limitations of real-time data

Our Approach and Solution

- ▶ Modernize cloud-based transformation of Stockmann's data and analytics platform leveraging AWS native capabilities.
- ▶ Completely integrated and standardized data and analytics platform addressing enterprise-wide data needs
- ▶ Data ingestion, transformation and visualization and analytics carried out re-using Stockmann's existing technologies which are deemed to be best-in-class and future-proof
- ▶ Implemented highly scalable and cost-optimal storage, resilient architecture with high compute power and ensuring security
- ▶ Centralized data platform capable of addressing new/ external sources having all forms of information, both structured and unstructured
- ▶ AWS S3 has been used to store the raw data in data lake
- ▶ AWS Glue has been used as an ETL tool to apply data transformation and standardization as per customer need
- ▶ Once the AWS staging data load completed in AWS S3, Glue performed the data processing on the source data extracted from multiple sources
- ▶ Data model has been created in Redshift which enabled to scale up as per business use case and to take the advantage of pay as you go model with reduced cost
- ▶ Processed data was used for data visualization for business users

Architecture

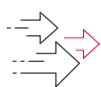


Differentiators

Tech Mahindra has global data and analytics presence for 22+ years across 14 verticals. 50+ countries, 15500+ associates, 70+ strategic alliances, 60+ technologies, 40+ IPs and industry solutions, \$ 1.2b + revenue from 335+ global customers speak about the industry expertise and proven track record in the field of data migration, data modernization, data governance, data lake, data warehouse & data visualization as global services implementation partner. As a global service provider Tech Mahindra partner with AWS helps customer to modernize cloud journey with innovative solutions, solve technical challenges, win deals, and deliver value to mutual customers

AWS cloud platform supports modern data architecture with variety of almost 90+ services which will help organizations to take data driven decision initiatives. AWS also offers cost effective, innovate, customizable solutions for all the types of customers.

Business and Community Impact



Centralized data platform capable of addressing new/ external sources having all forms of information, both structured and unstructured



Highly scalable and cost-optimal Storage, resilient architecture with high compute power and ensuring security



Single-version-of-truth and enabled data driven actionable insights across the customer journey



Savings of 20-30% cost and time



Insights and metrics across organization for decision making



Effective purchase and delivery experience through supply chain and location-based insights



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