

When E-Commerce Explodes The More Data The More Dremio

Umberto Misso – Team Manager
CRM Operations & Data Analytics
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Umberto Misso

**Team Manager –
CRM Operations & Data Analytics
Parfümerie Douglas GmbH**

- my name is Umberto Misso
- 44 years old.
- employed at Douglas since 2005
- team manager in the CRM department
- always trying to work in an open-minded and innovative way
- I am a fan of agile methods

Parfümerie Douglas GmbH

#DigitalFirst Strategy

Online Shops, Marketplace & Stores on one platform

DOUGLAS

26 MARKETS

in Europe

111 YEARS

of history

1,2 BILLION €

net sales in eCommerce

~ 2000 STORES

in Europe

51,6 MILLION

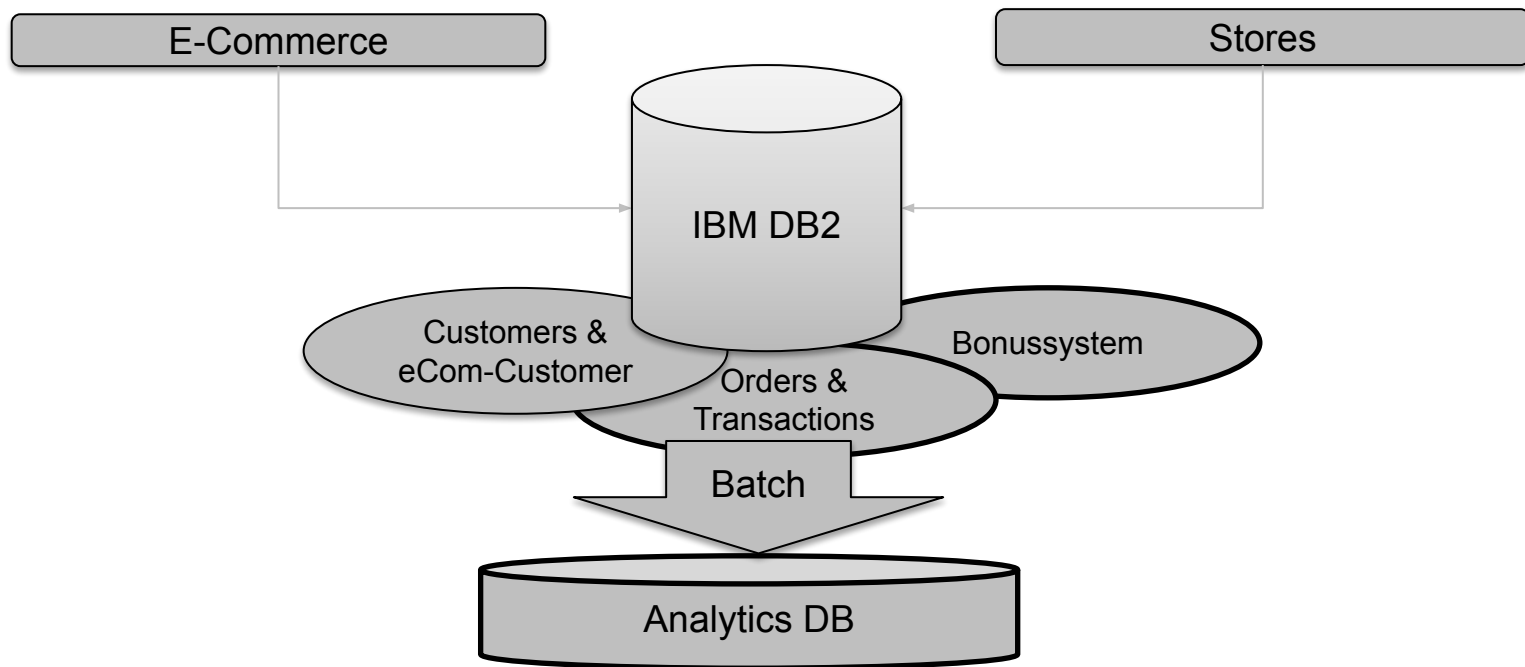
CRM member (beauty card owner) in Europe

8 COUNTRIES

already went live with Live-Shopping feature

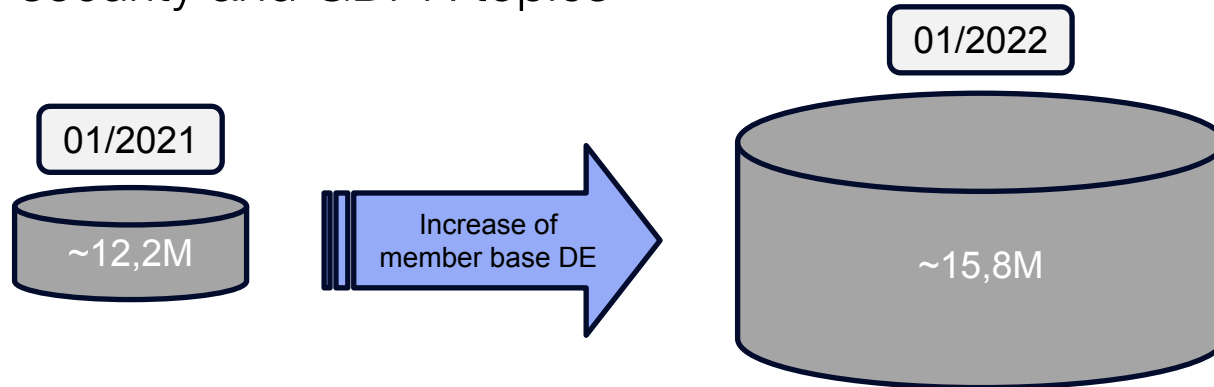
Where we come from ...

Monolithic structures and data silos

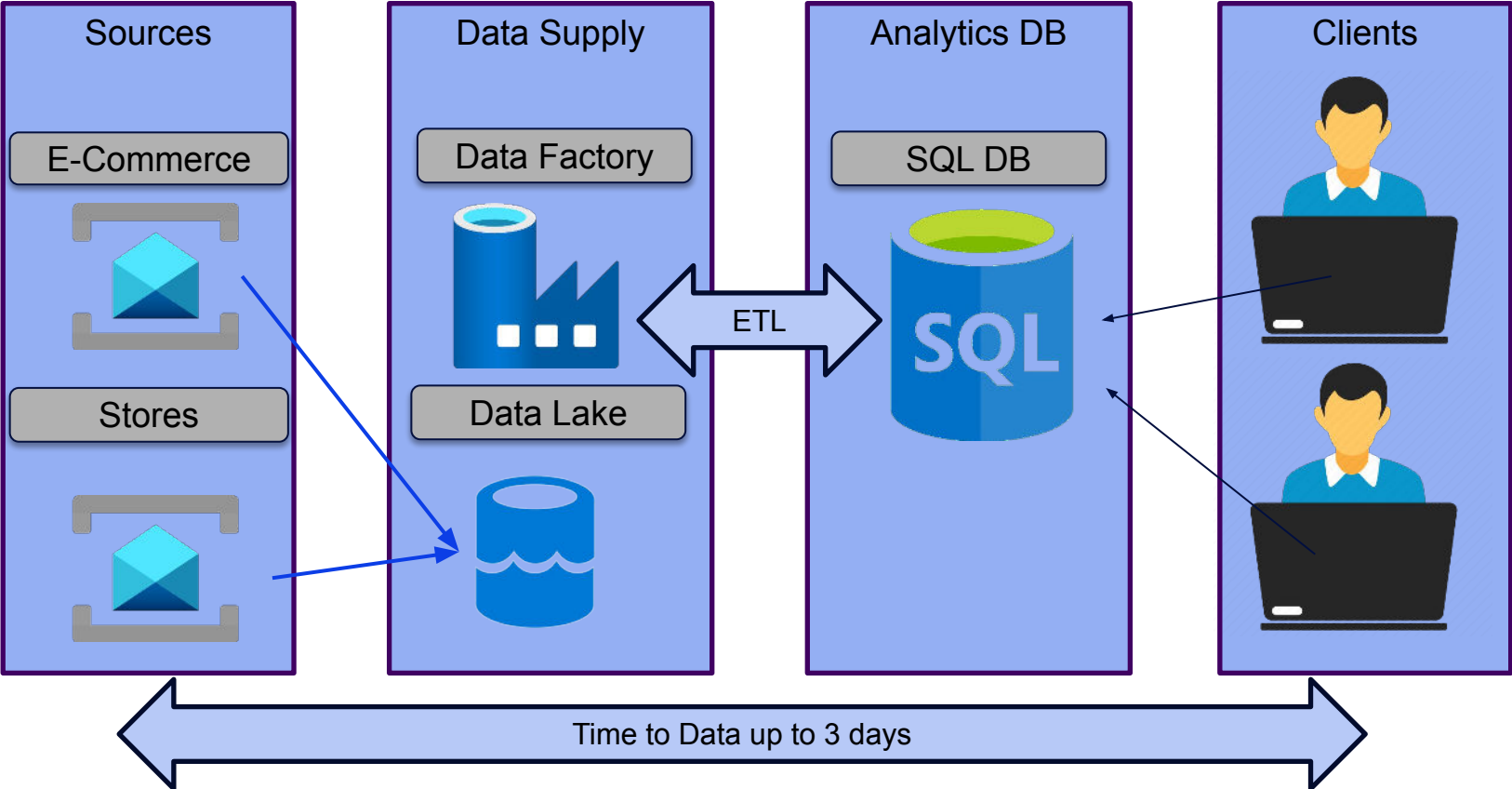


The Challenge

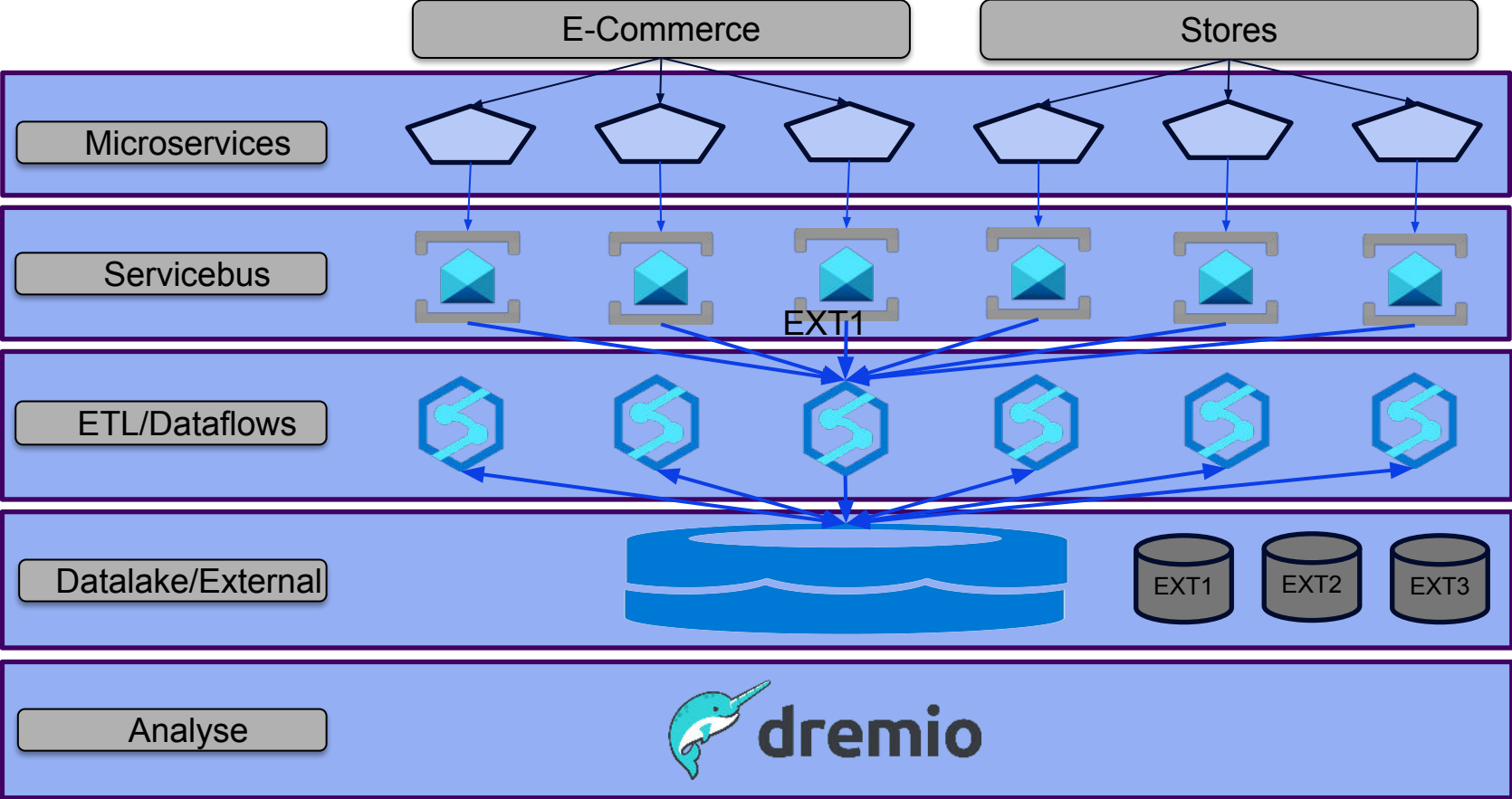
- a new shop platform SAP Hybris v6
- a new extended crm definition
- near time data
- new sources and legacy systems
- security and GDPR topics



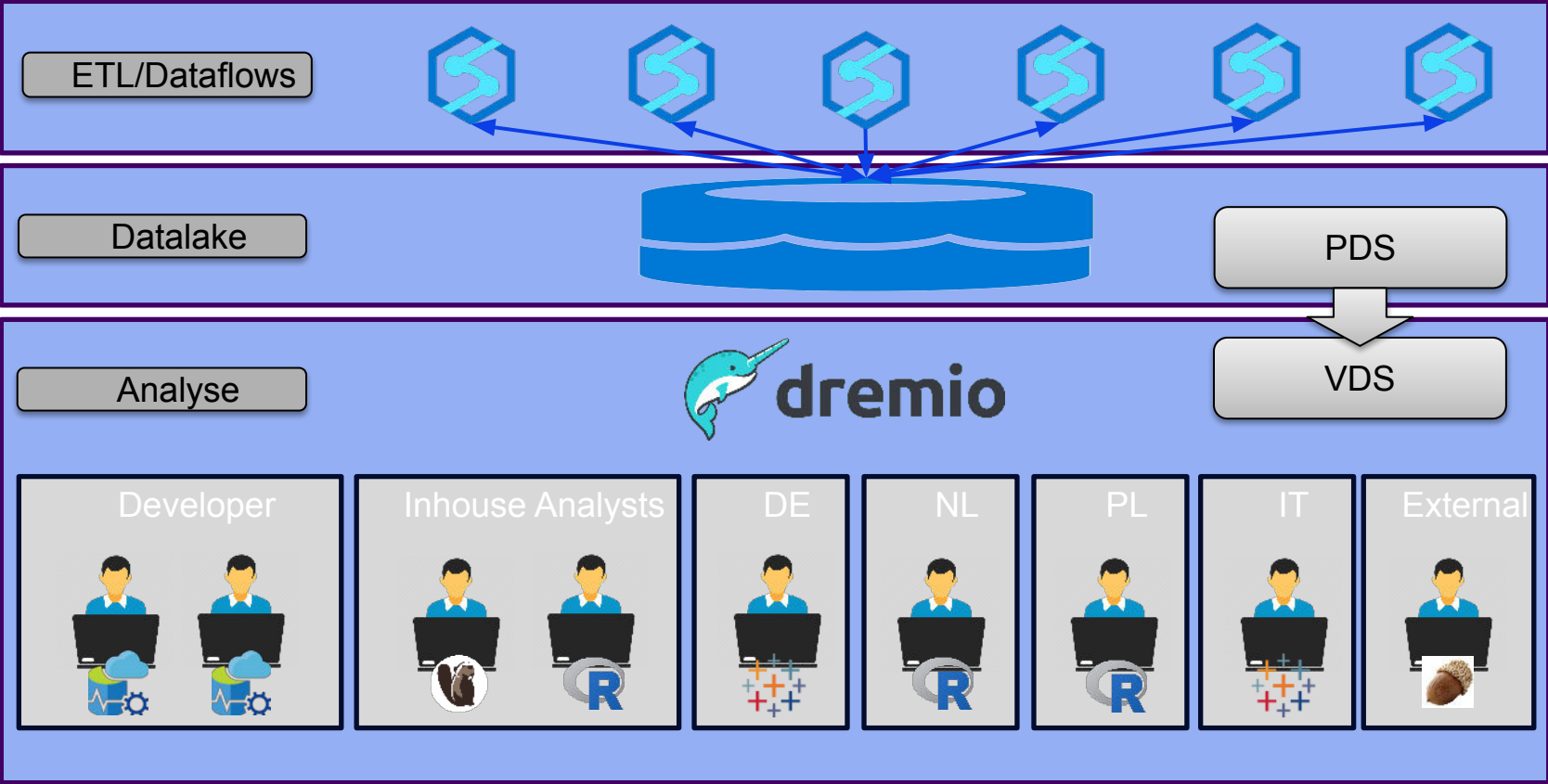
DigitalFirst and a one customer view



Managing Data for Dremio

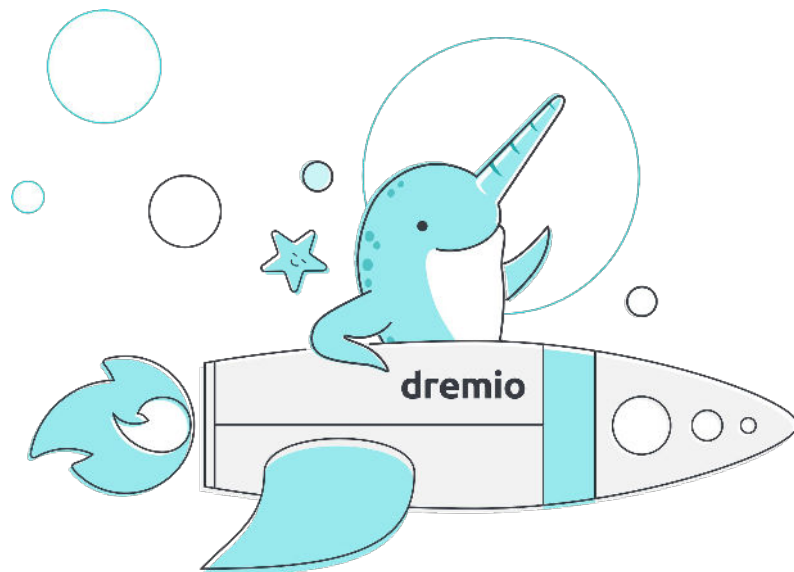


Benefits



Next steps

...the more Data the more Dremio



Join DOUGLAS now ...

DOUGLAS



THE CODE BEHIND BEAUTY IS PEOPLE

Tech, innovation, marketing and data are at the core of Europe's biggest beauty platform and its future, outstanding people are the backbone of this success and process. These people are THE CODE BEHIND BEAUTY.

<https://www.behindbeauty.de/code/>

Any Questions?

Thank you for participation!