

dunnhumby



SOFTWARE PARTNERSHIPS

Winning together to deliver customer-first experiences

As the global pioneer of customer data science, dunnhumby's mission is to work with the world's most ambitious retailers and brands to create exceptional customer experiences that deliver outstanding commercial results.

Our strategic partners share these same values and passion for customer first and customer centricity. Together we empower businesses to thrive and compete in the modern data-driven economy and transform themselves by putting the customer at the centre of everything they do.



How our partnerships benefit our customers

Together we support our clients in transforming their business to become truly customer centric as well as delivering superior commercial results.

We bring to market powerful combinations of **the best in customer data science with the best in software** that enables clients to tap into industry leading and innovative end-to-end solutions to better support business decisions and execution capability around topics such as Price & Promotion, Category Management, Customer Strategy and Customer Engagement.

Our partnerships principles are based on combined efforts to:



Reduce complexity in client implementation



Drive measurable efficiency across core business areas



Offer best of breed customer data science capability



Enable substantial progress in capability maturity



Why partner with dunnhumby?

Our science sets us apart, with over 500 data analysts and scientists as well as partnering with leading academic institutes to deliver the cutting-edge in computer science, artificial intelligence and machine learning techniques.

- 1** Over 25 years of embedding customer centricity in retail growth strategies.
- 2** Pioneers in customer data science, data analytics and the practical application of Big Data.
- 3** Experienced in multi-year, multi-national partnerships to deliver solutions, that combine Big Picture thinking with detail and rigour.
- 4** A proven track record of success working with 70+ retailers and 1,000+ brands.
- 5** We bring a collaborative and transparent working style to our client and partner relationships.
- 6** Continuously innovating and investing in the future of customer-led capabilities.

Become a dunnhumby partner



We want to hear from you if you believe that together we can collaborate on propositions, solutions or services that offer exceptional capabilities for existing and new customers.

We will work together on forming strong foundations for partnership; establishing a shared vision and a common and embraced view of our value proposition(s) along with a long term commitment to partner success. This can be achieved via a range of go-to-market models where we look to leverage each others' strengths to optimise and enable scale.



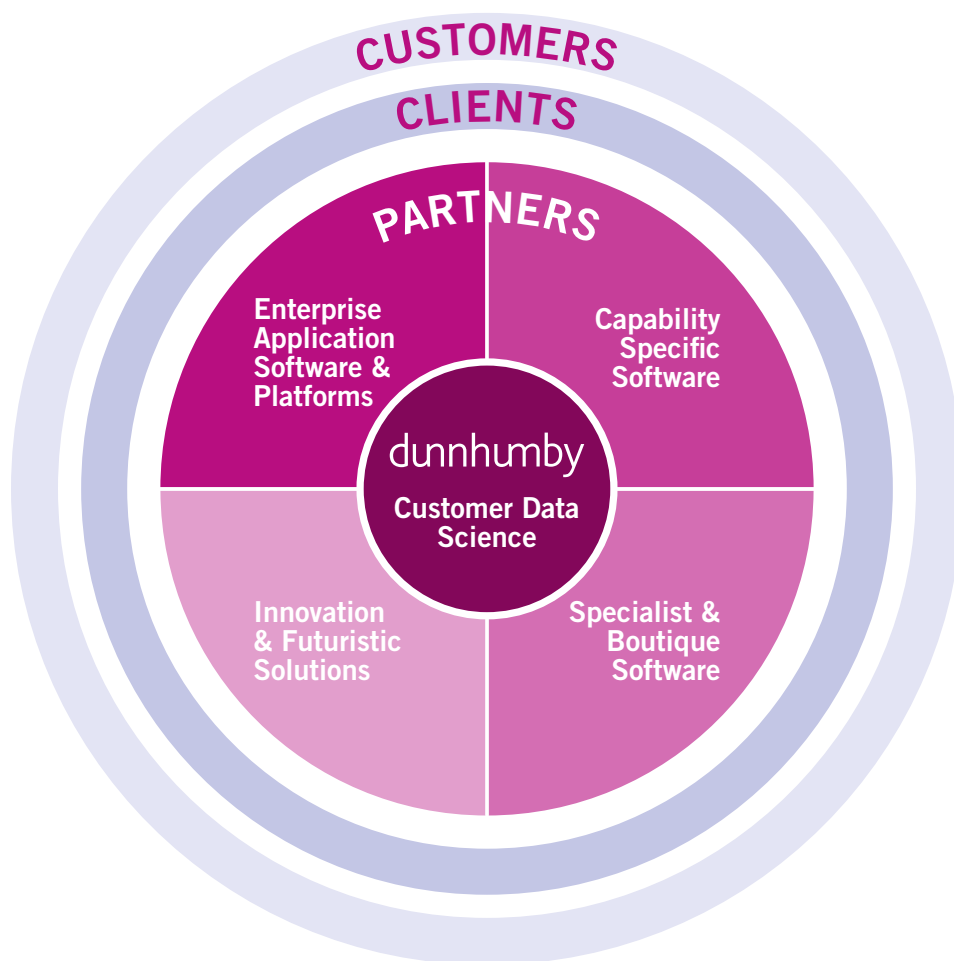


Who we partner with

Our partner network consists of companies who offer a variety of solutions across multiple sectors, global or regional territories and serve a spectrum of clients.

We are looking for partners with unique and complementary expertise to join our network, from Enterprise Software vendors to innovative start-ups.

We partner with these company types to deliver solutions and services to clients, which drive superior experiences for their customers:



The partnership combines dunnhumby's unique customer data science analytics with JDA's leading category management capabilities. It delivers a first-of-its-kind offering, which enables retailers and trading partners to leverage the best technology and consumer science. We're excited to be working together with dunnhumby to bring this powerful solution to market and are both committed to creating world-leading end-to-end solutions that drives a best-in-class customer experience."

- Kevin Sternecker, GVP Innovation Strategies & Solution Marketing, JDA Software



THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

A world-leader in customer data science, dunnhumby has pioneered the use of big data to drive growth for retailers and brands since 1989. With 46 offices in 27 countries, dunnhumby's strategic process, proprietary insights and multichannel media capabilities deliver competitive advantage for clients including Coca-Cola, Homeplus, L'Oreal, Monoprix, Procter & Gamble, Raia Drogasil, Raley's, Shoprite, Tesco and Whole Foods Market. Applying insights from 800 million shoppers globally, with specialisms in customer knowledge, customer engagement, pricing & promotions, category management and supplier collaboration – dunnhumby optimises retailer data investment, develops internal expertise and creates tailored solutions that build margin, sales & profit in all competitive environments.



Contact us to start the conversation

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