



Alliances and Partnerships

Putting Customer Data Science into the everyday workflow of retailers

On our mission to help our client's business to become truly customer-centric, we have developed an alliance and partnership programme that caters to the needs of our client base and develops new innovative opportunities. Collaborating with alliances and partners, we review retailer and supplier operational functions, identifying opportunities for efficiency and heightened outcomes. Our alliance and partnership programme integrates dunnhumby's world-leading science and retail expertise with partner solutions to develop exciting, or deliver new, capabilities that support our clients to deliver better customer experiences.

Why we do it?

Our alliances and partnerships power a number of valuable outcomes for our clients, such as:

- Best of breed Customer Data Science capabilities
- Furthering organisational collaboration between tech and business
- Delivering end-to-end solutions with one single source of truth
- Measurable efficiency and effectiveness across core business areas

How we do it?

We have developed an alliance and partnership programme that encompasses five variations to support the needs and wants of our clients and partners;



1. **Platform Ecosystems** - Platform, cloud-based, ecosystems enable us to deliver our capabilities to current and prospective clients efficiently and effectively through ease of access and ability for scalability. In addition, they facilitate connections between partners operating on the same cloud-based platform ecosystem.



2. **Enterprise Vendors** - Collaborating with enterprise vendors we identify opportunities to embed dunnhumby's Customer Data Science into existing solution toolkits.



3. **Solution Vendors** - Through specific alignment on a singular solution we integrate dunnhumby's Customer Data Science.



4. **Consultancy Firms** - Fusing together dunnhumby's and an alliance partner's services offering.



5. **System Integrators** - Joining forces with Global System Integrators to piece together our partner network.

Where/When we've done it?



Platform Ecosystems

'one-to-any'

Microsoft - With world-leading cloud credentials, Microsoft is the centre of gravity of our alliance and partnership programme. Since launching our partnership in January 2020, we have begun our journey to transition the dunnhumby solution toolkit to Microsoft's Azure cloud-based platform. Together, we will help retailers understand how they can benefit from new innovations and changes in technology in order to conquer everyday business challenges.



Enterprise Vendors

'one-to-many'

Working with Enterprise Vendors our ambition is to inject dunnhumby's market-leading Customer Data Science to partner's capabilities toolkit, to deliver retailers with end-to-end intelligent solutions that elevate their everyday workflows.



Solution Vendors

'one-to-one'

BlueYonder - BlueYonder's Assortment Optimisation leverages dunnhumby's customer data science with BlueYonder's leading space and category execution solutions, enabling retailers and trading partners to deliver an enhanced customer experience and drive sales through customer-first shelf and category recommendations.

Eagle Eye - Eagle Eye's customer loyalty platform combined with dunnhumby's personalisation science delivers a superior content and loyalty solution across channels with scalability, cost-reduction and efficiency at its core, empowering retailers to boost sales and influence shopper customer behaviour.

LedgerPay - LedgerPay combines the most important payment products and solutions in a best-of-breed, all-in-one suite of components. Through our alliance, dunnhumby and LedgerPay provide solutions that can unlock the insights monetisation potential of store data.



Consultancy Firms/System Integrators

'together-as-one'

Working in harmonised collaboration with a partner in the future, we aim to infuse a solution capability and/or service from our toolkit with a partner's solution, to offer clients a seamless solution with enhanced capabilities; which include working with consultancy partners and/or system integrators.



THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail – one of the world's most competitive markets, with a deluge of multi-dimensional data – dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oréal and Monoprix.



Connect with us to start the conversation

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