



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 technology 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 three variations to support the needs and wants of our clients and partners;



1. Cloud Ecosystem Partners - Delivering dunnhumby capabilities to current and prospective clients efficiently and effectively through ease of access and opportunity for scalability. In addition, Cloud partners facilitate connections between other partners operating on the same cloud-based platform ecosystem.



3. Commercial Partners - Joining forces with four types of partners to support our sales efforts, our integration capability and finally our positioning within broader transformation projects. We collaborate with Resellers, Referrers, System Integrators and Strategic Consultancy firms.



2. Enterprise Solution Partners - Embedding dunnhumby's Customer Data Science or products into third party solution toolkits. We offer our clients more complete and extended capabilities by enriching our partners' current suite of tools.

Who we partner with today



Cloud Ecosystem Partners

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 Solution Partners

SAP - As the market leader in enterprise application software, the partnership with SAP helps retailers integrate advanced customer insights into their marketing and merchandising programmes. Enabling retailers to make faster, customer-led decisions and deliver a more personalised shopping experience.

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.



dunnhumby

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'Oreal and Monoprix.



Connect with us to start the conversation
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