

MAXEDA DIY GROUP CONTINUES TO DRIVE INNOVATION TO ENRICH CUSTOMER EXPERIENCE WITH GOOGLE CLOUD AND SAP

The leading DIY retailer collaborated with Capgemini to build an agile and stable IT landscape that enables seamless integration of several business models, superior performance of multiple business processes, and is ready for innovation and possible future disruptions.

Challenge

With the “Customer First” approach coming to the forefront of the retail industry, it was essential for Maxeda to move ahead in their digital transformation journey. They needed to migrate their data infrastructure to an environment that was agile yet stable, enabling them to get a holistic view of their customers and products and analyze data better and faster. This in the long run would help provide their customers a richer omnichannel experience.

Solution

Capgemini supported Maxeda to migrate to Google Cloud Platform to enable cost efficiency and an upgrade to SAP S/4 HANA ensuring seamless integration with SAP’s data and analytics portfolio.

Benefits

- Cost efficiency
- Agile, yet stable environment
- Superior performance of several business processes translating to better customer experience
- Access to Google analytics
- Seamless integration with SAP’s data and analytics portfolio
- A future-ready environment that simplifies faster upgrades and facilitates innovation



Digital transformation towards an enriched customer experience

Maxeda DIY Group is the largest DIY retailer in the Benelux with Praxis stores in the Netherlands and Brico and BricoPlanit stores in Belgium and Luxembourg. Customer expectations in the retail industry have undergone a massive change due to technological innovation. This has pushed organizations to elevate their customer experience to be data-driven, relevant, and a personally curated one. To stay ahead of the curve, Maxeda needed to up their digital transformation game to become agile and scalable to be able to support their customers' needs better and deliver an improved experience. This necessitated an agile yet stable environment to host their S/4 HANA with efficient connectivity to their systems and processes while reaping cost benefits.

Migration towards smoother integration of business processes and models

Maxeda started on their digital transformation journey about seven years ago and Capgemini has supported them by digitally transforming several business models, business processes, and customer experiences. Based on this past relation and Capgemini's extensive retail experience, the DIY retailer collaborated with Capgemini to tailor an end-to-end solution for their current needs. As Erik Cuypers, Group CIO from Maxeda adds, "Our relationship with Capgemini goes beyond a purely transactional one. It is one where we both understand and align our goals and work together towards success. In this endeavor, Capgemini, based on their own technical expertise, their understanding of our landscape, and our needs proactively suggested moving to the public cloud as that would not only bring us cost benefits, but prepare us for any disruptions in the future." What Maxeda needed was an environment that was agile, stable, easy to upgrade, and future-ready. Partnering with public cloud providers allow you to reap full benefits of such an environment which led to the partnership with Google.

In the early days of the project, equipped with in-depth knowledge of retailer's landscape, Capgemini got together with Google Cloud to tailor a solution that would be the best fit. Firstly, through close cooperation and alignment with Google Cloud, Capgemini facilitated the migration of the infrastructure to Google Cloud overseeing the entire process from the start till the day of go-live. This enabled projected substantial annual cost savings.

Beyond cost benefits, Maxeda also gained benefits of accessing Google Cloud Platform's data analytics. Secondly, Capgemini provided an SAP S/4 HANA upgrade that translated to seamless integration with SAP's data and analytics portfolio. Theo Van Roekel, Market Unit Leader for Consumer Products, Retail and Distribution (CPRD) at Capgemini Netherlands added: "Going forward, it is better to make use of the public cloud instead of running our own data centers and in this case, we have already started to see marked improvements in performance. To add to this, Google Cloud Platform brings in a flexibility of scaling up or down that might be needed for a temporary peak season of activity or to tackle trickle down effects of any unplanned macro event. Most importantly, we live in uncertain times where products and systems are evolving very fast, and this infrastructure can deal with that kind of change."

Bolstering the ecosystem to be future-ready

The end product is a modern, agile, and stable infrastructure that comes with the possibilities of easily connecting with future upgrades, is prepared for possible innovations, and is thus future-ready. It seamlessly blends the business processes and business models in a way that facilitates a holistic view of their customers and their products. This enables Maxeda to elevate their "customer-first" approach better understanding customer needs in terms of service and products. The solution strengthens their ability to provide an omnichannel experience to their clients.

To get the best out of this solution, Capgemini has created a data architecture roadmap and is also rolling out the landscape development for the next 5 years. This will not only bolster client's ecosystem, but also ensure they stay at the top of their game and ahead in the market. Capgemini continues to strengthen this relation by supporting Maxeda in initiatives that create omnichannel experience for their customers and thus provide better customer service.

For more information:
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