

# Modernizing Digital Infrastructure for Maximum Impact

Retail  
Industry

\$2.1B  
Annual  
Revenue

1K  
Employees  
Nationwide

Data & AI  
Focus

## Enhancing Efficiency & Customer Experience Through Modernization & Automation

Power BI SQL Database Azure Databricks  
Data Factory Fabric

### PROBLEM

- Faced challenges with an outdated website & lack of actionable business insights.
- Manual processes in data analysis, processing & systems integration caused slower response times.
- Needed to modernize the website to support multiple interaction channels & create a holistic customer experience.

### SOLUTION + RESULT

- Aligned on business objectives & refined the target architecture, resulting in a 25% increase in operational efficiency.
- Automated several processes, reducing data processing time by 30%.
- Supported the existing omni-channel platform to modernize the website, accommodating interactions for customers, employees & suppliers to create a holistic experience.
- Leveraged AI for predictive analytics & personalized customer experiences, leading to a 20% increase in customer satisfaction.

