In an era where delivery aggregators such as Amazon Fresh are the fiercest competitors, Domino’s Pizza, founded in 1960, remains the largest pizza company in the world, with a significant business in both delivery and carryout pizza. It ranks among the world’s top public restaurant brands with nearly 15,000 stores in over 85 markets. Emphasis on technology innovation helped Domino’s achieve more than 50 percent of all global retail sales in 2017 from digital channels, primarily online ordering and mobile applications.

Data everywhere
Domino’s AnyWare is the company’s name for their customers’ ability to order pizzas via smart watches, TVs, car entertainment systems and social media platforms. All those channels add up to data everywhere, which the company recognized as a potentially critical competitive advantage. Dominos wanted to integrate information from every channel—85,000 structured and unstructured data sources in all—to get a single view of its customers and global operations.

Unfortunately, the IT architecture in place at Domino’s was preventing them from reaching those goals. “We didn’t have a standard way to ingest data; in fact, we had three different ways, and we were doing a lot of custom development and had data quality issues,” says Dan Djuric, Vice President, Global Infrastructure and Enterprise Information Management, Domino’s Pizza, Inc. “We also knew we needed to process data faster because leads from our website are good for only a few seconds.”

Why Talend?
After evaluating options, Domino’s selected Talend Data Fabric, a unified platform for data integration, big data, master data management, data quality and more. Domino’s combined the Talend platform with Hadoop (Hortonworks) and MicroStrategy analytics as part of its Enterprise Information Management Framework. “We also chose to have the solution run on our own private cloud,” says Djuric, “which we wanted for control, speed-to-market, and five-nines availability.”

According to Djuric, key reasons Domino’s selected Talend were greater freedom to scale with a more agile architecture, open-source flexibility, rapid implementation, cost-effective and understandable licensing, and predictability.

“Talend is now our data mobilization platform,” he says. “Everything that happens in our ecosystem starts with Talend. It captures data, cleanses it, standardizes it, enriches it, stores it, and allows it to be consumed by multiple teams.”

With Talend, Domino’s has built a data tracker that collects data from all the company’s point of sales systems and 26 supply chain centers, and through all its channels, including text messages, Twitter, Pebble, Android, and Amazon Echo. Data is...
fed into Domino’s Enterprise Management Framework, where it’s combined with enrichment data from a large number of third party sources, such as the United States Postal Service, as well as geocode information, demographic and competitor data.

Using Talend in conjunction with another off-the-shelf MDM software solution, Domino’s identifies unique customers from millions of order transactions. “With Talend, we’ve also seen an improvement in data quality, and a reduction in development and software license costs over the previous technology,” says Djuric. “That’s priceless. We’ve already got a ton of data in Talend. It’s become our de-facto enterprise data processing platform because it’s extremely flexible.”

With its modern data platform in place, Domino’s now has a trusted, single source of the truth that it can use to improve business performance from logistics to financial forecasting while enabling one-to-one buying experiences across multiple touchpoints.