The ALDO Group is a world-leading creator and operator of footwear and accessory brands with 3,000 points of sale in over 100 countries around the world. It sells two signature brands, ALDO and Call It Spring, and operates a multi-brand retail concept, GLOBO. In addition to its head office in Montreal, the ALDO Group has international offices in Europe and Asia.

Become consumer obsessed: that was the challenge presented to Zaher Hazim, Senior Director, IT Strategy, Architecture, Governance and Operations, and the rest of the leadership team at the ALDO Group. Now Hazim is responsible for helping the company put those words into actions.

ALDO recognized that the millennial generation, which drives much of the company’s sales, represents a new kind of consumer. Millennials don’t just want good consumer service, they demand a different kind of consumer experience—interacting not only in stores and e-commerce sites, but also through social media and other channels. ALDO always seek to better understand their consumers’ behaviors, to innovate, to enrich and to provide a delightful experience to their consumers across all channels.

Security and privacy were other key reasons ALDO chose cloud. Hazim explains, “Like most retailers, protecting consumer data is our number one priority. AWS enables us to protect PII data, track its lineage, make sure it is accessible only to those with the appropriate permissions, and ensure it can be deleted or forgotten when necessary as per GDPR guidelines. It also enables us to comply with various local rules. Moving to cloud was a no-brainer for us.”

Why Talend?

When it came to choosing an integration solution, ALDO looked at both Amazon technologies and Talend. “For us it was an obvious decision to leverage Talend, a company we had known and trusted for seven years,” says Hazim.

“Our experience with Talend Professional Services has been amazing. Talend really took the time to understand our challenges and found us the right resources with Amazon Web Services (AWS) and Talend Real-Time Big Data.

In the constantly changing retail landscape, ALDO chose cloud for its agility, speed, and flexibility—enabling the company to quickly scale up and down as needed. Cloud also enables ALDO to move away from fixed to variable cost. Furthermore, utilizing a cloud provider like AWS provides ALDO with the ability to expand its global reach while providing a localized experience for its consumers. For instance, as the company grows its e-commerce presence in Europe, it can do so close to the consumer, enabling improved consumer experience without technical issues such as latency.

Creating a consumer journey through cloud

INDUSTRY
• Retail and e-commerce

INFORMATION
• HQ: Canada
• 1,001-5,000 employees

USE CASE
• Consumer experience
• GDPR compliance

TALEND PRODUCT USED
• Talend Real-Time Big Data

PARTNERS
• Amazon Web Services (AWS)
  - EMR clusters
  - S3 buckets
  - SageMaker

RESULTS
• Enabled consumer segmentation for more personalized marketing
• Using Machine Learning (ML) and Artificial intelligence (AI) to build product recommendations

Moving at the speed of retail, securing consumer data

ALDO has what it takes to create this experience, however. While it had begun the process of building a golden record for consumers, the company is still improving its ability to connect consumers’ profile to their transactions and interactions across all channels. To gain this insight, ALDO turned to the cloud. It chose a cloud data lake based on Amazon Web Services (AWS) and Talend Real-Time Big Data.

Moving at the speed of retail, securing consumer data

Our CEO is consumer obsessed—to delight our consumers and provide them with an outstanding experience. Talend and AWS are key components of that equation.

Zaher Hazim, Senior Director, IT Strategy, Architecture, Governance and Operations.
the right skills and knowledge to help us through this journey. I’m very pleased with what has been done so far,” notes Hazim. ALDO pushes raw data, structured, semi-structured and unstructured into three S3 buckets in AWS via Talend.

Once the raw data is there, Talend helps ALDO build EMR clusters and link, match, and aggregate the data. It can then provide the CRM team with the necessary data for the analytics which yield insights that are the basis of improved consumer segmentation and results in more personalized journeys.

All of this insight allow the CRM team to personalize the consumer experience via email and web personalization, creation of engagement, and other activities aimed at creating consistency across all channels.

Enabling personalization and building consumer loyalty

“Our goal is to build consumer segmentation for more personalized marketing and consumer retention. We are also building a loyalty program. None of it is possible without Talend and the data lake, which enable us to develop insight and to take actions on top of the data,” states Hazim.

The benefit of this insight is that ALDO can reach and retain a loyal consumer base. “Before the data lake, we sent the same promotions to everyone,” says Hazim. “Now we have better insight into our consumers and segments of consumers”.

Talend is enabling us not only to sell shoes, but also to create a delightful consumer journey.”

The data lake and Talend are also making artificial intelligence (AI) and machine learning possible. Prior to the data lake, ALDO’s small team of data scientists did not have a holistic view of its data or even the right data necessary to enable these capabilities. Now they can implement algorithms and build product recommendations based on AI and perform machine learning.