



# DATA FACTORY INTERMARCHÉ

## VIDEO TRANSCRIPT

### **THIERRY COTILLARD, President, Intermarché & Netto**

Intermarché is France's third-largest food retailer. We have 2,130 stores and 15% market share. Our mission can be summed up in nine words: bringing the best food within the reach of everyone – and to deliver that mission we have a unique asset that we believe will be impossible for anyone in France to copy. We have 62 plants producing 4 billion products that we sell to our customers.

### **CLAUDE GENETAY, Directeur Général, Intermarché & Netto**

We've set very clear goals for the Data Factory. It will enable us to accelerate the pace of our data transformation and reach our two major strategic objectives. One is operational efficiency and the other is creating value for customers.

### **STEPHANIE ACHARD Managing Director Retail & Consumer Goods, Microsoft**

The Intermarché project is primarily about being able to use all the data held by Intermarché and its store owners, so they can interact more effectively with their customers, optimize commercial operations and improve production. With this end-to-end positioning, from production to stores, Intermarché is now able to better use all its data for the benefit of its customers.

### **THIERRY COTILLARD, President Intermarché & Netto**

By opting for the combined services of Microsoft and Accenture, we will benefit from their expertise and be able to accelerate all our

decision-making and business processes for immediate results.

### **STEPHANIE ACHARD Managing Director Retail & Consumer Goods Microsoft**

The role of Microsoft is to bring technology services for the cloud platform and facilitate the development of the use cases that are most relevant to meeting Intermarché's challenges.

### **LAURENT THOUMINE Managing Director Retail Europe & Consumer Goods France, Accenture**

What is the role of Accenture in this project? It's to bring talent, specialized talent in retail, those who have the skills to identify the most relevant use cases, and technology-focused talent, to apply Microsoft technology. Accenture also comes with a set of components called 'ai.RETAIL', which are packaged use cases, on the MSFT Azure platform. ai.RETAIL reflects the depth of knowledge of retail, and Intermarché will benefit from those ready-to-use tools.

### **STEPHANIE ACHARD Managing Director Retail and Consumer Goods Microsoft**

First of all, because we have a strong global partnership, in which each company [Accenture and Microsoft] contributes different but highly complementary assets, we are able to work as one team, and are enthusiastic about serving Intermarché's interests in the best way possible.

### **CLAUDE GENETAY, Directeur General, Intermarché & Netto**



The first results of the partnership are the two use cases that we decided to develop. We wanted these first two use cases to be focused on operational efficiency, although future ones will focus on creating value for our customer. We have achieved our goals for the first two use cases. One is very important for our stores and involves personalization of product range in each store. So thanks to the Data Factory and the partnership between Intermarché, Microsoft and Accenture, we've been able to introduce a very simple tool that allows each store to tailor its product assortment and offering to its competitive environment, to local consumer patterns, and to the individual expectations of their customers.

**THIERRY COTILLARD, President,  
Intermarché & Netto**

The next step is to create value for our customers, and to really be what a retailer is expected to be in 2020, developing closer relationships with customers. As you can see, we are moving towards massive personalization, which is where the Data Factory will help us enormously.

**STEPHANIE ACHARD Managing Director  
Retail and Consumer Goods Microsoft**

The retail market must move from a distribution-driven model to a sales-driven model. What do we mean by a sales-driven model? It means that we build personal relationships tailored to the needs of each individual customer, and the technology we use makes it possible to bring this skill or capability directly into stores.

**LAURENT THOUMINE Managing Director  
Retail Europe & Consumer Goods France,  
Accenture**

My message to the retail market is to be bold. We must be bold enough to embrace this initiative and capitalise on what already exists. By which I mean use the data generated by sales transactions at the point of sale and then explore external data assets to seek out additional data. And involve the right set of

talents, by which I mean that the data scientist alone cannot solve all the problems. You need seven roles, at least that's the way we see it at Accenture. Seven roles to be able to address the issues of data driven transformation. That's my message to the sales and retail sector.

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