



ADEO GROUP

Levering the agile data integration, simplicity and ability of a unified data platform to adapt quickly to changing business needs and to industrialize data integration processes.

Retail | France and abroad (Europe, Asia, South America)

The top third group in the world for DIY and decoration consumer goods retail, ADEO is a global network of home, living environment, sustainable housing, tooling and crafts. With 32 autonomous and interconnected companies in 15 countries, 600 shops and 30 brands, ADEO employs more than 97,000 people and boasts annual revenue of 17.3 billion euros.

ADEO's platform of brands is dedicated to supporting homes with products, advice, ideas and materials to inhabitants across the globe. ADEO is part of the Mulliez family association and represents the parent company of the Leroy Merlin brand. The Group also manages medium-sized DIY brands such as Weldom, Bricocenter, Zodio, Aki and Bricoman.

For the last few years, ADEO has had a common data storage base for business intelligence purposes: a data warehouse (Teradata storage server) enabling each of the group's retailers to load, dispose of and share one single database containing a high volume of data (cash receipts, inventories, product references, etc.).

This data sharing allowed ADEO to at least have a management tool in place to monitor the Group's sales performance both at a global scale, as well as by brand. However, in order to obtain the necessary reports at a Group level, the system required complex and tedious technical processes.

With such a multitude of global companies and brands, ADEO was struggling to integrate data into their business intelligence systems both in terms of reactivity and controlling the cost of their data integration. It was not only challenged by being a multi-brand, multi-legal entity, global organization, but also by enterprise data management immaturity. As their holdings grew, they identified a need for greater data agility and ability to upgrade at a rapid pace.

Moreover, the recent growth and international development of the ADEO group made it difficult to obtain relevant and consolidated figures.

For example, certain brands located in a different time zone (such as Brazil) had not been integrated according to their geographical constraints. Thus, the daily dashboards and reports were not accurate. Queries did not integrate the specific characteristics of each company, and it became critical for the Group to initiate a data integration project.



CHALLENGES:

To solve their data integration and management issues, ADEO approached Semarchy (formerly Stambia) with the following business drivers and complex data challenges:

Data Integration:

SQL queries were implemented with no automation nor documentation, making it complicated to integrate new resources and projects. Consequently, the learning curve on the project to answer business requests was extremely long and complex.

Data Architecture:

Needed a flexible, integrated data architecture to create consistency and agility in the work environment.

Data Visibility & Governance:

Data collected from multiple business units created issues in terms of availability – without visibility and control of master data it was difficult to drive stewardship and governance.

Data Volume:

600 shops sending 30 terrabytes of data daily made data management costly and cumbersome.

« ADEO HAS BEEN A CUSTOMER OF SEMARCHY XDI (FORMELY STAMBIA DATA INTEGRATION) SINCE 2012. ALL STAGES OF ADEO'S DATA TRANSFORMATION HAVE BEEN ACCOMPANIED BY STAMBIA, FROM THE BOOSTER PROJECT, TO OUR TRANSITION TO THE CLOUD, VIA OUR HADOOP PLATFORM.THE DATA STRATEGY OF THIS MERGER IS CONSISTENT WITH THE AMBITIONS AND PROJECTS CARRIED OUT AT ADEO. THE UNION OF THESE TWO ACTORS GIVES US A GLIMPSE OF GREAT PROSPECTS. »

Global Chief Data & Cybersecurity Officer, ADEO Group



BUSINESS DRIVERS:

- Enable strategic and informed business decisions with access to real-time analytics and reporting.
- Provide real-time data intelligence to all brands of the group
- Improve response time to quickly adapt and scale to product, manufacturing and locations changes and regulations with the right master data.
- Streamline communication and collaboration between multiple legal entities, brands, business units and affiliates.
- Improve data quality, consistency and governance for all business units.
- Transform legacy BI system into a hybrid Big Data BI system with xDI development tools.

«BEYOND THE STRUCTURAL TECHNOLOGICAL STRENGTHS OF THE SEMARCHY (STAMBIA) SOLUTION, THE GUARANTEE OF AVAILABILITY THAT OUR MANAGEMENT HAD REQUIRED IN THE SPECIFICATIONS, THE MAINTAINABILITY, THE TRACEABILITY, ETC. WERE ALL CRITERIA RESPECTED BY THE IMPLEMENTATION OF THE (SEMARCHY) STAMBIA SOLUTION. ANOTHER TRUE AND PLEASANT SURPRISE WAS THE FINANCIAL ASPECT OF THIS SOLUTION. ANY OTHER SOLUTION SUCH AS ORACLE ODI, WHICH WAS PART OF THE POTENTIAL SEMARCHY (STAMBIA) COMPETITORS, WOULD HAVE COST PERHAPS 3 OR 5 TIMES MORE. WE REALLY MAXIMIZED OUR INVESTMENT...

ONE OF THE KEY ADVANTAGES OF THE SOLUTION TODAY IS THE R&D'S TEAMS' AGILITY IN SUPPORTING US WITH THIS TOOL'S DEVELOPMENT. THE SUPPORT TEAMS REALLY LISTEN, THEY RESPOND TO THE REQUESTS THEY RECEIVE AND CURRENTLY WE HAVE A NUMBER OF USES FOR OUR BI PLATFORMS VIA WEB SERVICES GENERATED BY INTERFACES.

...IN THE FUTURE, WE PLAN TO KEEP THE SAME PROCEDURE FOR BIG DATA PROJECTS AND INTEGRATE THE TOOL IN THE SAME WAY. SEMARCHY (STAMBIA) TRANSPORTS OUR DATA AND PLAYS THE ROLE OF A TRUE CONDUCTOR BETWEEN THE DIFFERENT SYSTEMS IN PLACE WITHIN ADEO.»

Head of Data Services, ADEO Group



SOLUTIONS:

ADEO chose Semarchy (formerly Stambia) for its **flexibility** and **adaptability** to their specific global business needs, as well as the highly advantageous TCO (Total Cost of Ownership) for the group compared to other solutions..

The company achieved fast time to value with a team of about thirty developers and 20 concurrent developer licenses, which remains beneficial to this day. With a tool that manages metadata in an organized way, including reporting and an optimal tracking system, data is fully traceable regardless of source or format.

More than 80% of the treatments within the group have been rewritten and the group recommends the use of the Semarchy xDI solution for all new developments.

Leveraging the xDI platform and Semarchy best practices, ADEO created an operational foundation stable enough to align master and reference data across business applications that are used for running the business, with the right analytical tools to analyze the business.

With Semarchy xDI, ADEO benefits from a collaborative hub for data management and governance across their business units, giving them more control and are achieving the following benefits:

- 3X greater productivity compared to legacy systems
- Several terrabytes read per day; including:
More than 4,000 reversed tables
300 processes and 6,000 executions per day
- Treatment within same day and answer 2-3 days later
- Eliminated operational data redundancy costs with a single data management process
- Empowered the business to streamline communications with accurate, centralized data in a competitive, global industry

- Prepared the foundation to support exponential international growth and adapt to changing consumer, supplier and manufacturing needs
- Improved data quality, consistency and governance for all business units
- Enabled strategic and informed decisions with access to real-time analytics and reporting

With 100% satisfaction, the ADEO Group, whose commercial development continues to grow in recent years, now optimizes the integration and processing of an extremely large volume of data.



AWARDS & REVIEWS

It's not what we say about Semarchy xDM and xDI that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.



Q1 and Q4 2021
Gartner® Magic
Quadrant™ for Master
Data Management
Solutions



The Forrester
Wave™: Master Data
Management Solutions,
Q4 2021



2020 Gartner Peer
Insights Customer
Choice in Master Data
Management



Semarchy, a leader in the data integration and master data management markets, enables organizations to rapidly generate business value from their data. Its unified platform enables organizations of any size, to quickly discover, govern, manage, integrate and visualize critical information scattered across applications.

Semarchy is available as an on-premises platform, is natively available on most popular cloud marketplaces, such as Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and managed as a service and is supported by a rich ecosystem of software-as-a service and professional service partners.



www.semarchy.com