



GREAT LAKES  
**BUSINESS INTELLIGENCE  
& BIG DATA SUMMIT**

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Thursday, March 7, 2019 | Metro Detroit

**Welcome!**  
The presentation will begin shortly



@GreatLakesBI  
#GreatLakesBI19

Hosted by:





# Great Lakes BI & Big Data Summit

March 7, 2019



# LEGAL STUFF

## THIS PRESENTATION AND OUR ACCOMPANYING COMMENTS INCLUDE “FORWARD-LOOKING STATEMENTS.”

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# TODAY'S AGENDA



**Fred De Letter**  
Director – BI & Enterprise  
Information Mgmt.

**From Data Readiness  
to Insight &  
Activation**







**FIRST SOME CONTEXT...**



# OUR VISION

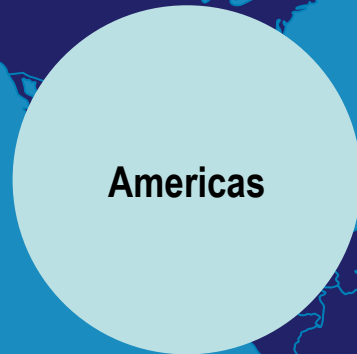
BE THE #1 PIZZA COMPANY

# IN THE WORLD

AND IN EVERY NEIGHBORHOOD



# WE'RE A GLOBAL BRAND



Americas



Europe



Asia



Africa



Pacific

# SOME KEY GLOBAL STATS FROM 2018



**STORE COUNT:  
16,000**



**GLOBAL RETAIL  
SALES: \$13.5 billion**



**US MARKET  
SHARE: 19.0%  
INT MARKET SHARE:  
14.8%**



# LAUNCH OF HOTSPOTS





# LAUNCH OF PAVING FOR PIZZA





# RECORD U.S. POSITIVE MEDIA IMPRESSIONS

20.68 billion





CHOOSE ANY  
**TWO**  
OR MORE  
..... *for* .....

**\$5.99**  
**EACH**

**ORDER NOW**



**DIGITAL SALES**

**65%**



**ACTIVE LOYALTY  
USERS  
20 MILLION**



\*As of Q4 2018.

**Enterprise  
Information Mgmt. –  
From Data Readiness  
to Insight & Activation**





# Enterprise Information Mgmt. @ Domino's

Enterprise information management (EIM) is an integrative discipline for structuring, describing and governing information assets across organizational and technological boundaries to improve efficiency, promote transparency and enable business insight\*.



We work as one, i.e. blended IT + Business eco-system, to leverage our strategic assets across our environment from analytics to activation.



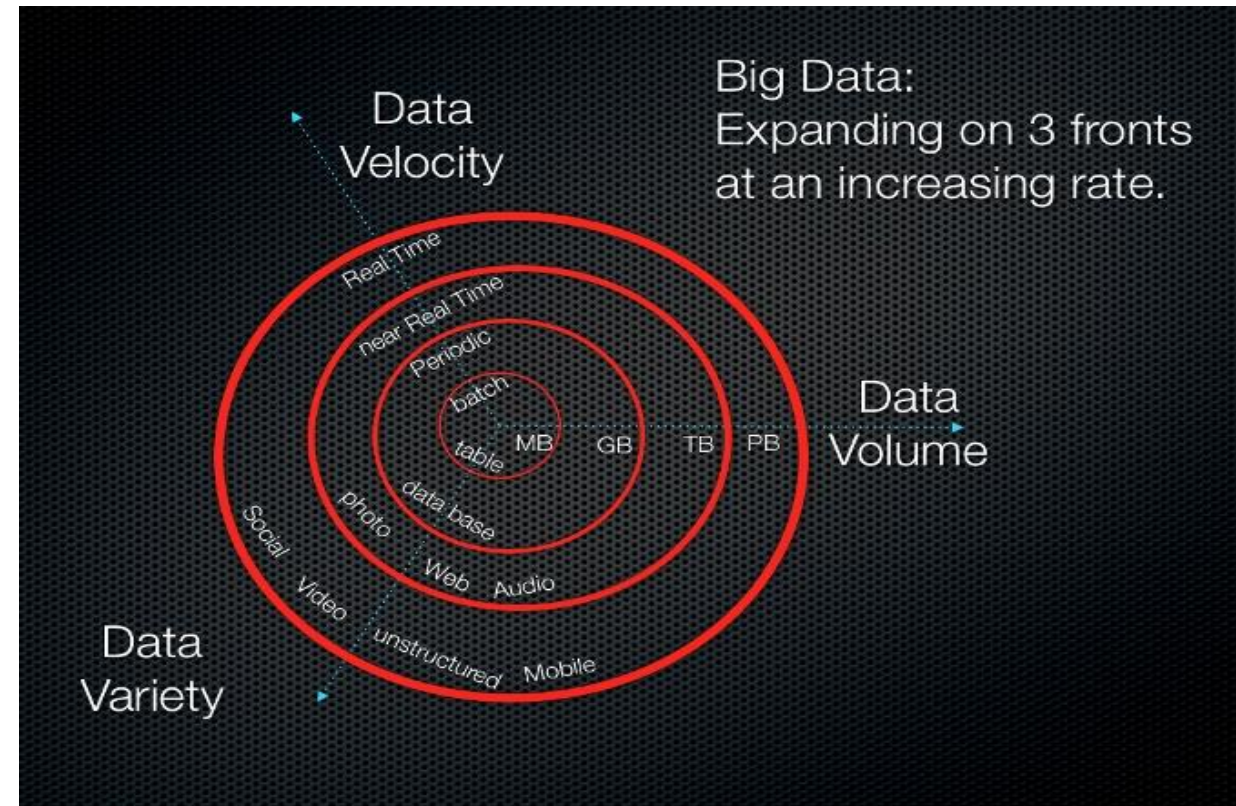
Focus on Data Strategy FIRST to enable capabilities to be deployed within the Enterprise.



Culture of embracing fluidity and pivot where needed (or transform / change) to enable new capabilities around use cases and projects that drive tangible ROI.

\* Source: Gartner IT Glossary

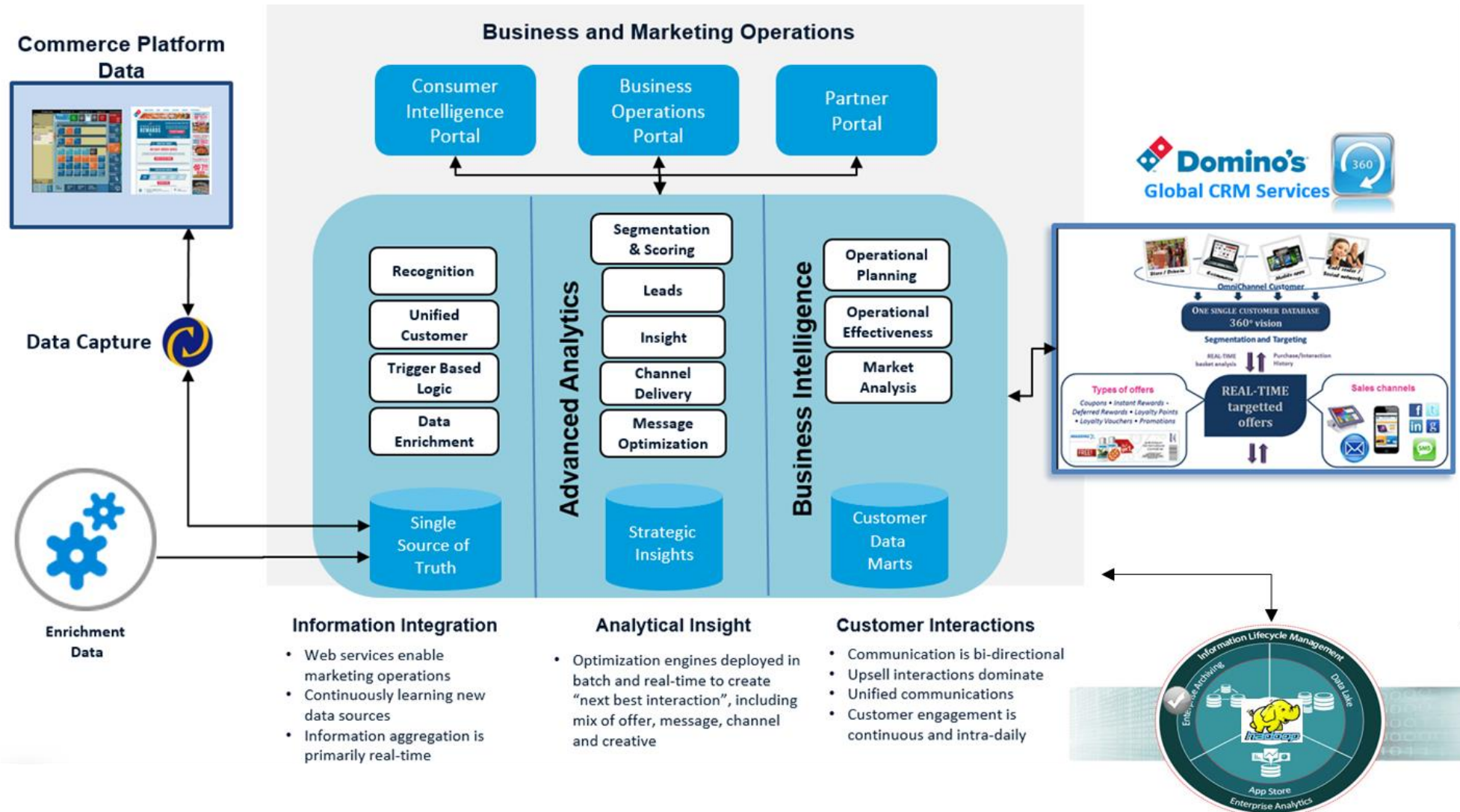
# Domino's Anyware = Data Everywhere



**Text, Twitter, Pebble, Android Wear, Smart TV, Ford Sync, Voice, Apple Watch, Amazon Echo**



# The Domino's Enterprise Information Framework



## Information Integration

- Web services enable marketing operations
- Continuously learning new data sources
- Information aggregation is primarily real-time

## Analytical Insight

- Optimization engines deployed in batch and real-time to create "next best interaction", including mix of offer, message, channel and creative

## Customer Interactions

- Communication is bi-directional
- Upsell interactions dominate
- Unified communications
- Customer engagement is continuous and intra-daily

Data Readiness

Insight

Activation

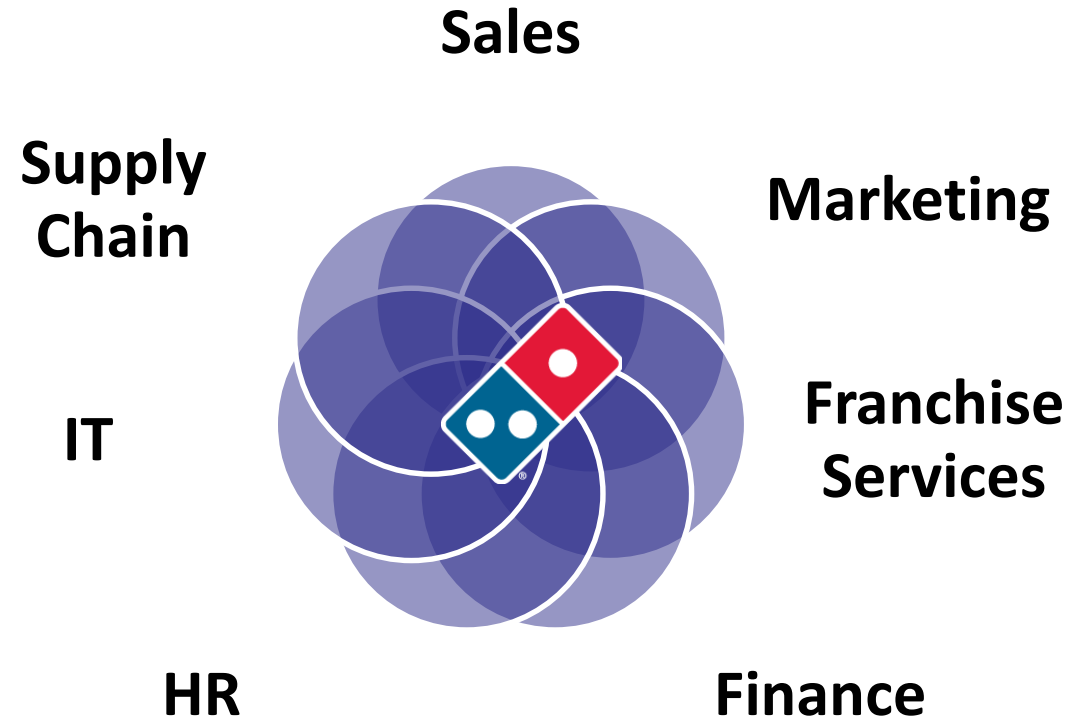
# Single Source of Truth – Foundation for Cross-Functional Analytics

en·ter·prise

*/ˈen(t)ərˌpraɪz/* 

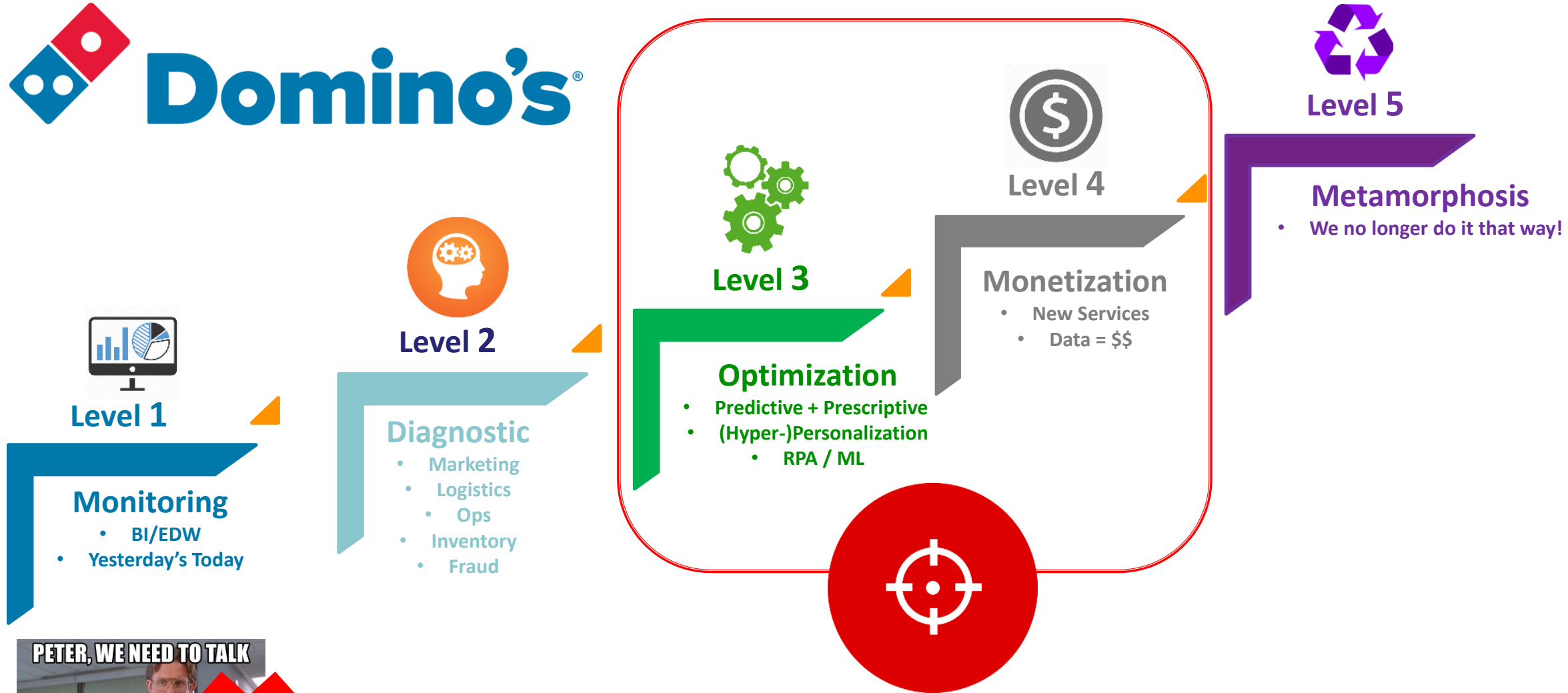
*noun*

“An eco-system of information that brings together multiple facets of our organization’s key business functions”





# Building Capabilities into the Enterprise – Step by Step



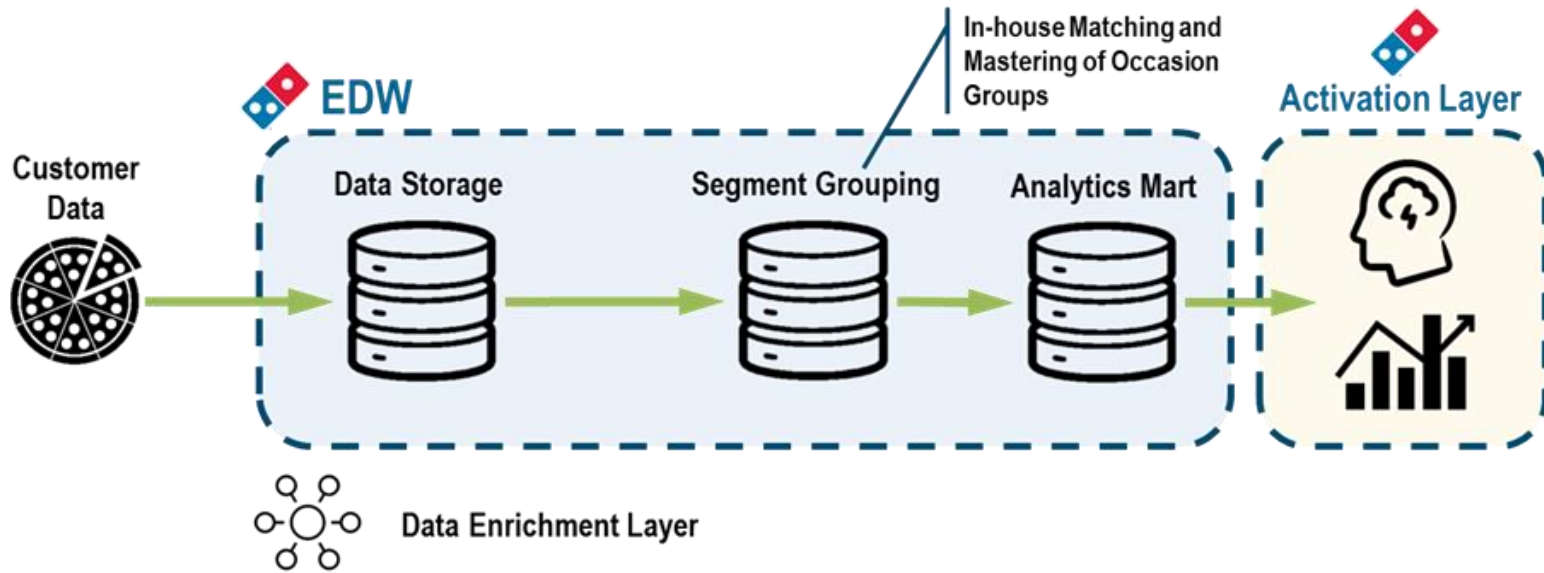
PETER, WE NEED TO TALK

IT'S ABOUT THE DASHBOARD

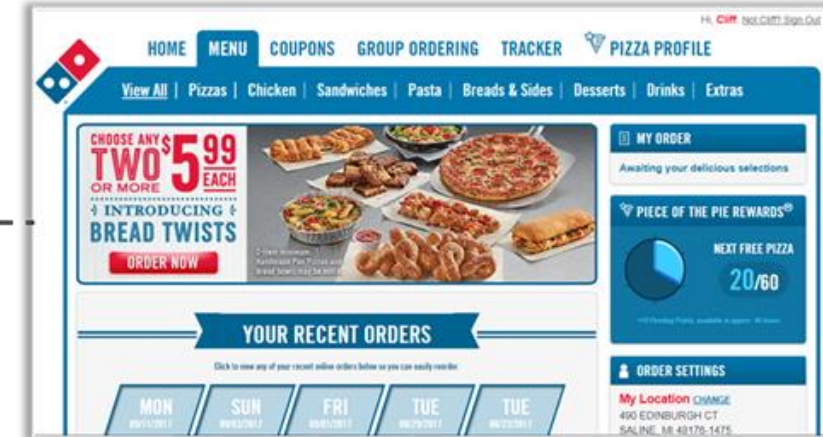


# Optimization & Monetization

*Modify the consumer's experience during ordering to **selectively** offer a new bread product to those customers who have not yet tried*



*Enhance our Digital Marketing, Make every step count across the customer journey*





# Customer Activation

- ▶ Customer Acquisition and Retention
- ▶ Frequency, time-between-orders, conversion
- ▶ Expected Return Date
- ▶ Customer Lifetime Value



- ▶ Adobe Campaign (email)
- ▶ Dynamic web experiences
  - ▶ Targeted offers
- ▶ Optimized Facebook, Instagram, YouTube, etc. buys

**Unified  
Customer**



A central grey circular node with the text 'Unified Customer' in white, connected to four surrounding nodes by grey lines.

- ▶ Targeted offers
- ▶ Tailored bonus point offers
- ▶ Triggered responses



- ▶ Targeted drops
- ▶ More robust ROI calculation / attribution model

**“Whoever unlocks the reams of data and uses it strategically will win”**

**Domino's stock outperformed Apple and Amazon over 7 years—now it's the world's largest pizza chain**

Jonathan Blumberg | @YoniBlum | 11:26 AM ET Thu, 1 March 2018







**QUESTIONS?**



Thank you for attending!



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