

## CASE STUDY

“We use Talend to help translate big data from the world’s leading retailers into real-time insight.”

Brian Tomz, VP Product & Strategy, Order Dynamics



### INDUSTRY

- Services

### INFORMATION

- HQ: UK
- 51-200 employees

### USE CASE

- Customer experience

### CHALLENGE

- Transforming massive volumes of customer retail data

### TALEND PRODUCT USED

- Talend Data Integration AWS

### RESULTS

- **1TB of data** collected from customers every day
- **Hours to seconds** reduction in processing time with Talend
- **Predictable pricing** as a result of Talend’s per-developer pricing structure

## Empowering more agile and intelligent commerce experiences

Order Dynamics is a leading cloud software and big data company with more than 80 clients in 33 countries. The company’s customers include such big names as Neiman Marcus, Brooks Brothers, Speedo, Laura Canada, T.M. Lewin and Asda Direct.

### Transforming massive volumes of customer retail data

Order Dynamics collects a terabyte of data from its customers every day—detailing everything from inventory metrics and product returns to bounce rates and marketing costs. The company’s systems then automatically and intelligently analyze this information and present its retail clients with suggestions to boost profitability. For example, the Order Dynamics solution might suggest price adjustments, inventory re-orders, marketing spend adjustments, product exposure changes, content alterations, customers to contact or operational changes. And this process has to happen fast, so customers have an immediate opportunity to increase profit, revenue and improve the overall customer experience.

But there’s a hitch. Retail clients don’t submit all of their valuable data in a single, standardized format—nor do they all use a single set of attributes. Order Dynamics is tasked, then, with transforming these disparate data streams into uniquely refined, usable structures that can be loaded into its decision intelligence application.

In 2012, Order Dynamics determined it could no longer tackle this challenge effectively with the ETL tools it had on hand. The company

needed more power and flexibility, along with the scalability to accommodate an ever-increasing volume of data.

### Why Talend?

After a thorough investigation into potential solutions, Order Dynamics selected Talend Data Integration over competing solutions. Here’s why Talend stood out from the crowd:

Talend is designed with broad connectivity, so it can easily and rapidly transform all of the data formats typically received in a customer data dump—including flat files, xml files, and API connections.

Talend’s configuration on AWS enabled Order Dynamics to meet scalability demands simply by increasing or decreasing nodes as needed. Furthermore, because Talend enabled them to share routines and portions of jobs across projects, they could scale faster to serve more customers.

Talend provided Order Dynamics with the flexibility to write its own Java on top of out-of-the-box processes, so developers could still quickly customize transformations to suit specific customer attributes. Because the end output was Java, developers could also analyze and debug code accordingly and roll it out independently.

Talend’s drag-and-drop development tools, intuitive user interface, and ease of use ensured a fast learning curve, so the company could start work right away and quickly scale up the number of developers working on the project as needed.



### Increased productivity, greater customer satisfaction, cost savings and business growth

Since implementing Talend Data Integration, Order Dynamics has seen a marked improvement in its ability to quickly transform complex customer data—and the business at large has benefited as well. Advantages include:

Talend's native support for numerous data formats, combined with its flexible accommodation of additional Java code, means developers have more time to focus on customizations that drive value for Order Dynamics customers.

Now backed by technology that ensures faster, easier transformation of customer data, Order Dynamics is more capable than ever of powering intelligent commerce and meeting its customers' needs.

Because it can successfully handle the influx of new data without compromising its ability to deliver high-quality analytics and business intelligence, the company can continue to grow its customer base.

Because licensing is invoiced on a per-developer basis—rather than by nodes used—Talend's solution provides the kind of pricing predictability that big data analysis demands. As a result, Order Dynamics can more cost-effectively manage customers' changing needs.