



Founded in 1960, Domino's is the recognized world leader in pizza delivery operating a network of company owned and franchise owned stores in the United States and international markets. Domino's is a company of exceptional people on a mission to be the best pizza delivery company in the world.



Challenges

Needed Master Data to Optimize Sales & Profit

- Domino's had a **strategic directive to uniquely identify customers, households and their pizza buying patterns.**
- **Duplicate customer information across multiple systems** - different ordering systems for online, app and phone; CRM; and Point of Sale (POS) system.
- Need to **leverage corporate data** across global franchisees.
- Customer identity stitching is currently not possible with the volume of data stored in transactions. This **customer data is embedded in 1 Billion+ orders.**



Strategy

Create Comprehensive Customer Data Strategy

- **Implemented an MDM hub for customer data** by creating golden records across 150+ markets for customers across CRM, ERP, Big Data and BI/DW applications.
- **Automated validation and identification of variances** between systems using business rules.
- **Cleansed, de-duped and synced records** including creating ongoing workflow to easily maintain this data across systems.



#1 PIZZA COMPANY
IN THE WORLD



\$12.2 BILLION
FY17-ANNUAL SALES



260,000 EMPLOYEES
WORLDWIDE



14,000+ STORES
IN 85 COUNTRIES



Outcomes

Improvements Achieved with Profisee Platform

- **Optimized sales and profitability** with highly targeted and strategic marketing campaigns. **Millions to the bottom line directly related to having mastered customer data.**
- Centralized data hub for customer. All systems that use Customer data are working from **one, clean trusted view of this data.**
- **Established strong enterprise data management foundation,** and eliminated manual processes within existing systems

