



Data Drives Commercial Success: Coop Alleanza 3.0 Unifies Retail Operations to Create Europe's Largest Cooperative

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Head of Digital Innovation, Coop Alleanza 3.0

Goals	Solution	Results
Unify customer, product, and sales data to drive e-commerce and CRM strategies	Integrate product data using Informatica MDM – Product 360 to power new e-commerce site	Supports the commercial success of easycoop.com with unified customer, product, and sales data
Help ensure corporate compliance with GDPR requirements	Deploy Informatica MDM to achieve GDPR compliance	Helps achieve GDPR compliance by cleansing and managing customer information
Deliver a consistent yet unique customer experience across sales channels	Drive group-wide business agility and efficiency across sales channels through a unified customer view	Personalizes the shopping experience for Coop members and customers

Business Requirements:

- Combine customer, product, and sales data from different internal and external systems to create a single source of the truth
- Meet IT project requirements through fast, efficient, GDPR-compliant integration
- Provide high-quality customer-centric data for a unique customer shopping experience

About Coop Alleanza 3.0

Coop Alleanza 3.0 is Europe's largest consumer cooperative, with 2,300,000 members and over 430 stores across 12 regions of Italy, including subsidiaries. It was formed through the merger of Coop Adriatica, Coop Consumatori Nordest, and Coop Estense in 2016, and Coop Eridana and Coop Sicilia in 2018. The group also includes companies such as Digitail, which supported the e-commerce launch of Coop Alleanza 3.0.

Formed through the merger of five regional Coop groups in Italy, Coop Alleanza 3.0 is Europe's largest consumer cooperative. Striking the right balance between corporate consistency and local individuality is key to the organization's success. On one hand, the distinct identity and character of each of over 430 Coop stores has created a loyal base of members and customers. The group also includes several companies that offer broader services, with a view to mutuality extended to members and consumers: Librerie.coop, Robintur travel agencies, Accendi luce & gas Coop, Carburanti 3.0 and Digitail, the structure through which Coop Alleanza 3.0 has entered in the e-commerce Italian food market. However, Coop Alleanza 3.0 needed to unify its operations to provide each store with consistent business information to drive efficiencies and profits.

Customer, product, and sales data is integral to Coop Alleanza 3.0's operational strategy. The organization realized that effective data management can create a single source of the truth for corporate and product information across the business. It can also enable the company to more effectively deliver a consistent user experience across different sales channels and help the organization navigate changes in the retail market.

"For us, data is capital," says Andrea Furegon, Head of Digital Innovation, Coop Alleanza 3.0. "It enables us to be proactive in responding to market developments, and optimize business performance. However, getting complete, clean data on which to base business decisions requires an effective information management strategy."

Overcoming data-related e-commerce challenges

On the heels of the merger, Coop Alleanza 3.0 decided to launch a new e-commerce site: easycoop.com. The site was designed to deliver a unique shopping experience by offering a wide selection of foods and fresh products to customers throughout Italy. However, the organization faced a data management challenge. The site required data not just from the company's own product catalog, but from that of other global brands and specialist providers. The data would be used to populate the site's product database and information library, which featured product sheets and imagery. Coop Alleanza 3.0 also wanted to highlight the difference between fresh and specialty ultra-fresh products to members and customers, so the data had to be categorized accordingly.

To fulfill these requirements, data in various formats needed to be accessed from different source systems, integrated, and exported to the easycoop.com e-commerce engine. The team was on a very tight deadline to meet an anticipated launch date for the web site. With this in mind, Coop Alleanza 3.0 sought an out-of-the-box, easy-to-use data product information management solution, and identified Informatica as a potential provider.





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“We selected Informatica MDM – Product 360 because it is user-friendly and capable of achieving the desired level of integration within a tight timescale,” continues Furegon. “We promptly put the solution to work, collecting, processing, and publishing product information from different source systems on the e-commerce site, while also using the data for digital marketing to members.”

Addressing GDPR compliance

The positive experience with Informatica MDM – Product 360 convinced Coop Alleanza 3.0 to also deploy Informatica MDM to manage members’ and customers’ personal data in compliance with European General Data Protection Regulation (GDPR) requirements. This was a critical, sensitive undertaking that instilled further confidence in Informatica.

“Achieving GDPR compliance was challenging,” says Furegon. “Informatica had to overcome data complexities generated by the merger of several organizations, and it needed to perform the integration work quickly.”

In addition to managing the lifecycle of members’ and customers’ unique personal information, Informatica MDM helped Coop Alleanza 3.0 address compliance requirements related to the management and storage of personally identifiable information (PII), which is vital to helping the retailer deliver a consistent yet individualized shopping experience to customers.

“Informatica resolved our GDPR challenges in a simple, straightforward way,” says Furegon.

Driving organization-wide data unification

Based on the two successful experiences with Informatica, Furegon’s Digital Innovation team decided to use Informatica to support Coop Alleanza 3.0’s organization-wide data unification effort – a major, multi-year program of information systems integration. To facilitate a data-driven digital transformation, Coop Alleanza 3.0 deployed Informatica PowerCenter and Informatica Data Quality alongside its legacy business intelligence system.

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Inside The Solution:

- Informatica MDM
- Informatica MDM – Product 360
- Informatica Data Quality
- Informatica PowerCenter

Creating efficiencies that build loyalty

Since its deployment of Informatica solutions, Coop Alleanza 3.0 has seen a number of beneficial outcomes, including the commercial success of easycoop.com, and an integrated CRM system that is creating new operational efficiencies and a more consistent customer experience. Furegon credits Informatica's extensive library of data models with the solution's overall success.

"The configurability of the Informatica data models allows us to proceed rapidly on projects when we need to," Furegon comments. "The software integrates easily into complex digital environments, organizing data and information, and making it available to other applications. That enables us to work quickly and efficiently, and never miss a deadline."

Additionally, the parameterization rules in Informatica MDM addressed longstanding challenges related to the harmonization and management of duplicate member and customer information, which helps to improve the accuracy and effectiveness of member and customer communications.

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