

# CAMPER and its path towards a Data-Driven culture

SoftwareONE's Business Analytics team advised and implemented for Camper the best solution for the optimal and efficient use of its data, in order to convert them into actionable and valid insights for decision-making.

## The challenge

Camper had an on-premise data warehouse architecture in which information cubes were created for later exploitation with spreadsheets or an analytical tool. This system was neither scalable nor sufficient for decision-making, as it only offered a partial view of the information. This made it incompatible with the objective of Camper's digital strategy: to be a Data-Driven company.

## The solution

The data conceptually resides in a Data Lake, where it is stacked raw. Subsequently, a transformation process is performed using the Google ecosystem after which the data is stored in a Data Warehouse developed on BigQuery. For the exploration of the data, different Data Marts were assembled and complemented with Data Studio for its visualization.

## The results

Putting data at the center of the company's different processes has been possible thanks to collecting and transforming information from multiple sources, which provides Camper with 360° visibility of their business and the ability to make decisions both immediately and strategically in the long term. The company is prepared to adapt to changes that may arise both now and in the future.

“ SoftwareONE has played a key role in Camper's digital transformation process, understanding the casuistry and needs at all times, accompanying us in the challenge of turning Data into Information. ”

Cristina Frontera, BT Project Manager, Camper



### About CAMPER

Camper is one of the most important footwear brands in Spain, with its own stores in more than 40 countries. Founded in 1975, with the mission to establish the foundations of a completely different and innovative brand. Today Camper continues to inspire the creation of unique and original designs, creating more than 500 new designs per season.

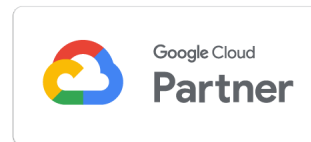
Industry: Manufacturing & Industrial

Primary project location: Spain



### About Intelligence Partner SL

SoftwareONE is a leading global provider of end-to-end software and cloud technology solutions, with a presence in more than 90 countries.



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