

Hunkemöller optimises its business with a data transformation

Devoteam had the knowledge and experience to transform and modernize Hunkemöller's data infrastructure.

The challenge

Hunkemöller was previously using an on-prem data architecture which lacked the ability to scale and did not meet all of its requirements, particularly the need to implement AI/ML into their architecture.

Unfortunately they lacked in house expertise to build and maintain a modern data stack.

The solution

Devoteam G Cloud and Google Cloud implemented a modern data stack which included an ingestion layer, a data warehouse and data marts, allowing Hunkemöller to store and process vast amounts of data efficiently. The cloud-based solution implemented by Devoteam G Cloud ensured accelerated time-to-value, giving Hunkemöller the ability to deploy new data applications rapidly.

The result

Hunkemöller was able to attain a data-driven advantage that enabled it to build a foundation for future growth, improve customer segmentation and personalization, utilize AI/ML to improve improve customers search experience when finding its products, gain real time insight in their stores to improved various business processes.

“ Working with Devoteam really made me feel that the success of the project was a shared success. We were all working towards the same goal. They wanted us to succeed in delivering solutions that match our needs, not just stick to the first solution we agreed on. ”

Dwan Thompson



About Hunkemöller

Meet Hunkemöller, a leading lingerie brand with a mission to continually listen, learn, inspire, and innovate through collaboration and community. Operating with over 7000 employees and 900 stores in 12 countries, they are the market leader in Germany, Netherlands, and Belgium, and fast-growing in other countries to become the number one.

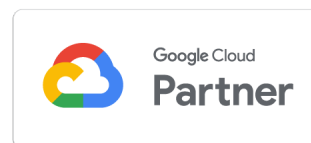
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Netherlands



About Devoteam G Cloud SAS

Devoteam G Cloud is a Google Cloud Premier Partner for over a decade and a Google Cloud Managed Services Provider of 600+ Google certified experts.



Products

Google Cloud Platform