






HQ: Ann Arbor, MI USA

Industry: Restaurant

Customer Since 2014



-  Customer/Consumer
-  Store Location
-  Marketing Calendar
-  Supply Chain Management
-  IT Asset Configuration

## OPPORTUNITY

- Consumer data was housed in multiple commerce platforms
- Identity matching was not possible with the volume of data stored in transactions
- Global franchisees could not leverage corporate data

## SOLUTION

Implemented Profisee MDM:

- 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.

## WINS

- Optimized sales and profitability with highly targeted and strategic marketing campaigns.
- Centralized customer data hub served as foundation to customer loyalty program
- Benefits of MDM led to additional use cases and domains, including Store Locations, Marketing Calendar, Supply Chain Management and IT Asset Configuration Management

## DOMINO'S

Domino's is the largest pizza restaurant chain in the world based on global retail sales, with more than 17,800 stores in over 90 countries.

Founded in 1960, their roots are in convenient pizza delivery, while a significant amount of their sales also come from carryout customers. On average, they sell more than 3 million pizzas each day throughout their global system.

Domino's offers multiple digital channels to allow customers to engage with the brand in the manner that best fits their lifestyle.. Domino's generated more than 70% of sales via digital ordering channels in the U.S. in 2020.

**Cliff Miller**Director, Enterprise Data Analytics  
*Domino's*

The [Profisee] platform itself helped around rule creation, maintenance, scoring and configurability... Through working with Profisee, we've tuned that operation to turn around millions of source orders inside 24 hours.

