Morrisons Revolutionizes Data Infrastructure for Real-Time Insights and Customer Satisfaction

Challenge

Morrisons, a leading UK-based supermarket chain with over 500 stores, aimed to modernize its data infrastructure to enhance customer experience, centralize data in Google Cloud, and access real-time data for faster decision-making. Transitioning from their legacy Oracle Exadata data warehouse to Google BigQuery, they needed a solution to connect disparate systems and ingest data seamlessly, ensuring real-time visibility into product availability and stock levels. Striim was selected to facilitate this transition, enabling the integration of critical datasets from their Retail Management System (RMS) and Warehouse Management Systems (WMS).

Solution

Morrisons now utilizes Striim to ingest vital datasets from Oracle databases into Google Cloud, centralizing data in BigQuery for real-time access. Striim effectively processes large volumes of data from the RMS and WMS, connecting 14 distribution depots and 28 sources. This integration enables real-time visibility into stock levels, allowing for 'live-pick' decisions that optimize the replenishment process. The real-time intelligence provided by Striim accelerates business processes previously reliant on batch updates, ultimately improving efficiency and customer satisfaction.Striim further enabled Kramp to scale and maintain their systems with minimal overhead.

Results

- **Increased Shelf Availability:** The move towards real-time data has helped Morrisons identify improvements in shelf availability, as the team gained real-time insights into stock availability, enabling "Live-Pick" decisions and accelerating business processes that were once dependent on periodic batch updates. Products are now consistently in stock and accessible to customers.

- **Customer Satisfaction:** Improved shelf availability translates into happier shoppers, who can find desired products when visiting stores.This enhancement fosters customer loyalty and positions Morrisons to compete more effectively in the marketplace, driving growth and overall customer satisfaction.

- **Enhanced KPI Tracking:** Leveraging Striim has allowed Morrisons to transition from batch processing to real-time data access. This transition significantly improves the tracking and management of three critical key performance indicators (KPIs): availability, waste, and shrinkage

- **Faster Insights:** Executives now have access to faster, real-time insights. This enables more effective identification of risks and the implementation of strategies to mitigate them.

- **Improved Decision-Making:** The ability to access real-time data leads to improved operational decision-making. Morrisons can optimize processes and drive positive outcomes related to key metrics.

> "*We've moved from a world where we have batch-processing to a world where, within two minutes, we know what we sold and where we sold it. That empowers senior leaders, colleagues in stores, colleagues across our logistics and manufacturing sites to understand where we are as a business right now. Real-time data is not a nice to have, real-time data is an absolute essential to run a business the scale and size of ours.*"

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