Innovation begins with data

Stories of data-driven success in retail

DXC and Pure Storage power transformation for some of the world's leading retail and CPG organizations. Here's a snapshot of some of our wins so far.

Delivering data-driven customer experiences for Domino's

17,100
stores

3 million
daily transactions

90
countries

Domino's continuously innovates to improve the customer experience. With 17,100 stores in 90 countries, and 3 million daily transactions, data is essential to understanding customer preferences and behaviors.

The goals
- Adapt to evolving ecommerce and digital trends
- Meet customers' needs by understanding preferences and behaviors
- Process data faster and turn it into meaningful customer insights
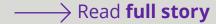- Continue to innovate, and scale to support growth

The solution
Implementing Pure Storage solutions means data is stored and protected as it streams in from thousands of stores. The fast and powerful technology analyzes data at speed and scale, making insights available and actionable.

The outcomes
- Richer customer experiences through deeper insights
- Excellent performance and resiliency, supporting growth and innovation
- Ability to launch new applications rapidly
- Driving ventures into autonomous delivery cars, artificial intelligence (AI), and more

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"Our data works as hard as our delivery drivers. It's all about speed—the ability to ingest data, analyze it, and feed it back into actionable channels."

Dan Djuric
VP Global Infrastructure and Enterprise Information Management, Domino's

"For Domino's to continue to be innovative, we need to enable all of our bright thinkers to work at their absolute best. And the Pure Storage platform does that for us."

Cliff Miller
Enterprise Data Architect, Domino's

Transforming the in-store experience for T-Mobile

Reduced time to market
from 6 months to hours

Improved operational agility
and efficiencies

Lower costs
by managing massive Kubernetes deployments

For global telecommunications organization, T-Mobile, product launch days offer huge potential for sales. To maximize this potential, they needed to enhance the in-store customer experience.

The goals
- Improve the customer experience
- Accelerate time to market for products and services
- Optimize processes and boost productivity

The solution
The introduction of a Container as a Service platform with complete data lifecycle management for Kubernetes.

The outcomes
- Reduced time to market: from 6 months to hours
- Improved operational agility and efficiencies
- Lower costs by managing massive Kubernetes deployments

"Portworx enabled T-Mobile to reduce application deployment time from 6 months to only hours."

James Webb
Platform Architect, T-Mobile

Optimizing performance for top 5 CPG company

New capabilities
delivered without downtime

Improved operational efficiencies
and system performance

Enhanced system performance
by 60%

As part of a global transformation initiative, this global consumer packaged goods (CPG) company needed to upgrade its infrastructure to accelerate outcomes like business and operational efficiencies.

The goals
- Migrate to new platforms to boost productivity, while minimizing disruption and downtime
- Accelerate transactional processing speed
- Enhance availability and resiliency
- Improve return on investment and TCO

The solution
DXC and Pure Storage executed a comprehensive change plan, inclusive of business and technological stakeholder management.

The outcomes
- New capabilities delivered without downtime
- Improved operational efficiencies and system performance
- Enhanced system performance by 60%

Driving transformation for global beverage manufacturer

Improved transactional performance, enhancing developer productivity

Enabled a secure, self-service request platform

Improved TCO and energy savings – with 80% reduction in data infrastructure

In support of transformation initiatives to enable business growth, this global beverage manufacturer needed a modern private cloud platform to meet performance and productivity goals.

The goals
- Expand private cloud capabilities in support of digital transformation strategy
- Optimize transformation and operating costs
- Improve quality and velocity through automation

The solution
DXC and Pure Storage deployed a modern private cloud platform using DXC's Managed Services for VMware (MSV) solution.

The outcomes
- Improved transactional performance, enhancing developer productivity
- Enabled a secure, self-service request platform
- Improved TCO and energy savings – with 80% reduction in data infrastructure

Learn more at **dxc.com/us/en/cp/prepare-for-the-retail-revolution**