

# Actable Enables Customer Data Modernization for Luxury Outerwear Brand

## Challenge

The customer’s data infrastructure was built primarily to support data core to wholesale and retail. As the business evolved to have an e-commerce focus, the data and technology could not deliver cross-channel customer experiences and clienteling.

There was a need to modernize their data strategy and supporting infrastructure to enable key capabilities, such as, identity resolution, customer data management, audience management, and intelligence.

## Solution

- Applied its **use case-driven methodology** to articulate **data and capability needs** to enable priority use cases across marketing, customer experience, and sales teams
- Assessed current **data flows and system integrations** with **Actable’s maturity assessment criteria** to highlight areas of need in a **target state architecture**, with focus on the **data warehouse and CDP** infrastructure
- Developed a recommendation for **“path to MVP”**, with the objective to onboard and model **priority data sets** into the data warehouse to **reach parity with CDP**, ultimately generating cost savings
- Organized recommendation into a **roadmap** to highlight key activities to **design and build a customer data warehouse** in parallel with **migrating and deprecating the CDP**

## Results

Actable presented its cross-functional recommendation to marketing, customer experience, and technology leads and drove full alignment on the target-state vision between business and technology stakeholders. The customer has begun progress towards target-state by assessing and re-designing its customer data infrastructure, inclusive of improving consent management and the ability to deliver better customer experiences in the immediate-term.

