

Rossmann Supermarkety Drogerijne Polska Sp. z o.o.

Predictive analytics used to understand customer shopping patterns and fine-tune promotions

Lodz, Poland
www.rossmann.com.pl

Solution Components

- IBM® SPSS® Modeler
 - IBM SPSS Modeler Server
 - IBM PureData™ System for Analytics, powered by Netezza
 - IBM Global Business Services® – Business Consulting Services
 - IBM Software Services
 - IBM Advanced Business Partner Compact Solutions Polska Sp. z o.o.
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Headquartered in Lodz, Rossmann Supermarkety Drogerijne Polska Sp. z o.o. (Rossmann Poland) is a leading drugstore chain in Poland that opened its first store in 1993. Rossmann Poland employs 14,000 people and sells more than 16,000 offerings through its 1,000 stores, including health and personal care products, beverages, sweets and teas. Some retail outlets also offer books and wine.

The Opportunity

As a leader in the competitive drugstore market in Poland and Eastern Europe, Rossmann Supermarkety Drogerijne Polska Sp. z o.o. (Rossmann Poland) was constantly striving to know its customers better and create a retail environment that would improve the shopping experience. The company sought a solution that would provide reliable information on the shopping habits and expectations of its 600,000 customers.

What Makes It Smarter

The new solution allows the drugstore retailer to create a more defined marketing strategy by analyzing a diverse set of disparate data points around customer purchasing habits, including the shopping basket, customer demographics and in-store activities, and then segmenting customers, shops and suppliers into subset categories for deeper analysis. Using predictive analytics that assign probability to buyer purchases, Rossmann Poland is now drawing its customers closer, understanding them better than ever and personalizing product promotions to best suit their unique preferences.

Real Business Results

Using the innovative analytics solution, Rossmann Poland can now analyze massive amounts of information and quickly adjust to the needs of its customers. The solution reduces the time it takes to generate most reports, such as processing receipts directly from the point of sale (POS), by a factor of 60 times, from one hour to less than a minute.



The solution simplifies and optimizes the performance of data services for applications by analyzing complex algorithms with simplicity, which provides quick time to value. And by doing so, the solution establishes relationships between single products and groups of products to provide insight into customer buying patterns. The in-depth analysis provided by the new solution enables Rossmann Poland to seek sales opportunities for selected products based on the behavior of various customer groups and information about their purchases, such as time and place of purchase.

For More Information

Please contact your IBM representative or IBM Business Partner. Visit us at ibm.com/spss.

To learn more about Rossmann Supermarkety Drogerijne Polska Sp. z o.o., visit www.rossmann.com.pl.



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IBM Corporation
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Somers, NY 10589

Produced in the United States of America
July 2015

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