

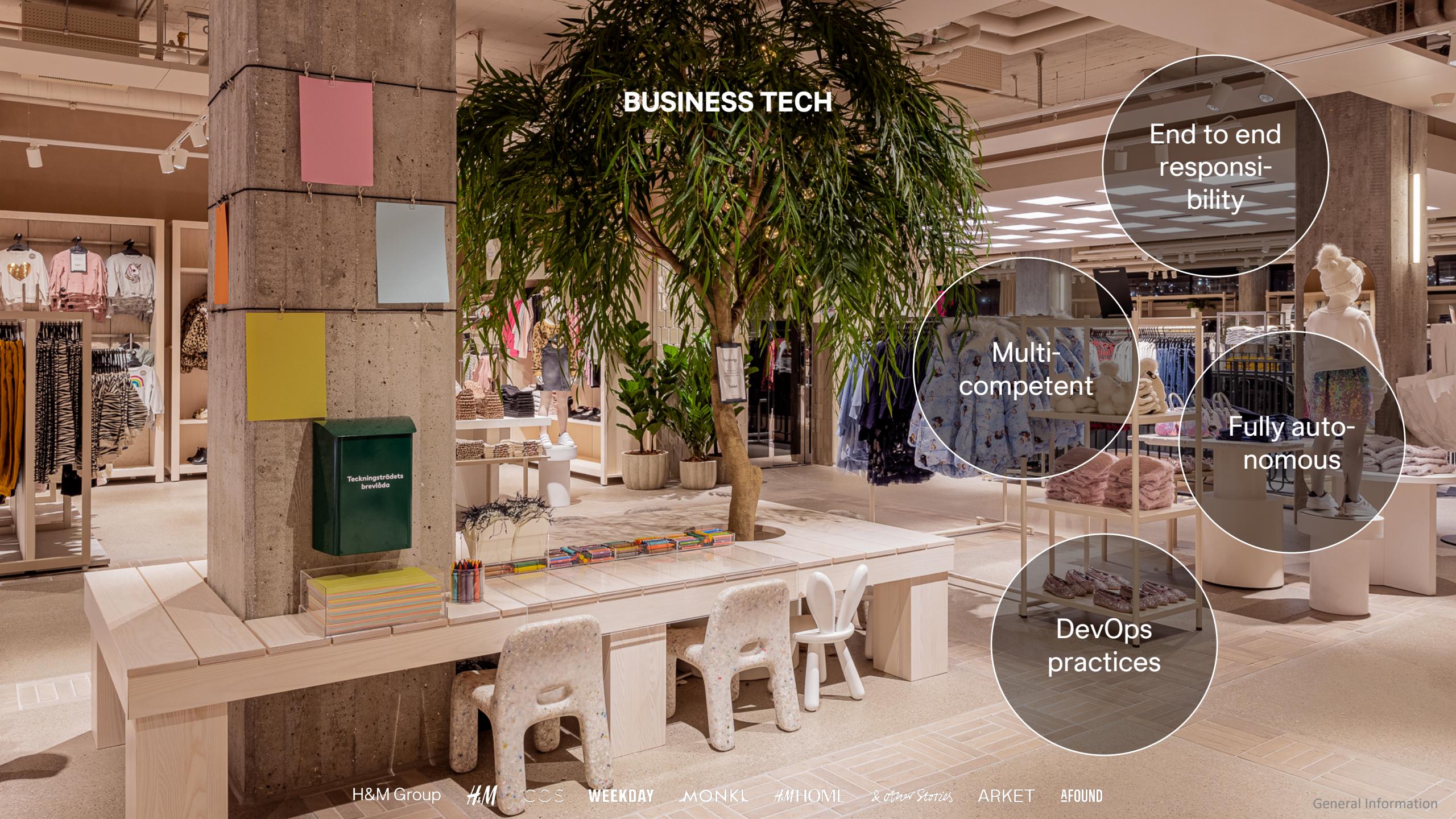
A woman with short blonde hair, wearing a white t-shirt and white pants, stands with her hands on her hips in front of a futuristic city skyline at sunset. The city features large, illuminated structures with unique, organic shapes. The sky is filled with warm orange and yellow hues, and there are glowing blue particles or bubbles floating around.

H&M Group

Integrating Business and Tech

Daniel Claesson, Chief Product Officer
H&M Group, Business Tech

Jakob Knutsson – Product Area Lead Engineer
H&M Group, Business Tech



BUSINESS TECH

End to end
responsi-
bility

Multi-
competent

Fully auto-
nomous

DevOps
practices

A woman with short blonde hair, wearing a white t-shirt and white pants, stands with her hands on her hips in a futuristic city at sunset. The city features large, modern buildings with unique, curved designs and a bridge spanning a body of water. The sky is filled with glowing orange and yellow clouds, and several large, translucent spheres or bubbles are visible in the air.

THE AGE OF SOFTWARE

H&M Group



COS

WEEKDAY

MONKI

H&M HOME

& other Stories

ARKET

AFOUND

General Information

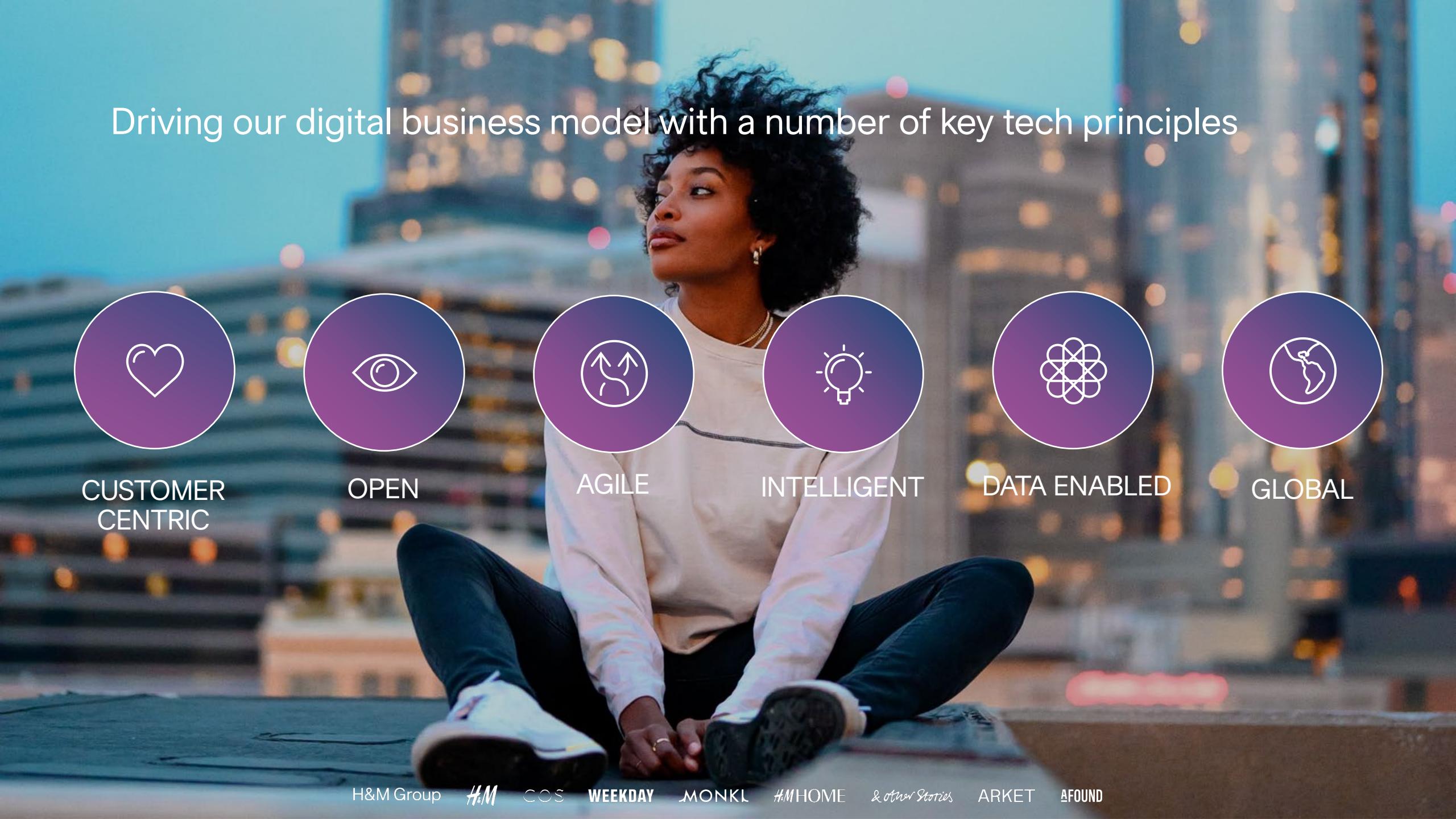
OUR JOURNEY



How did we start?

OUR JOURNEY





Driving our digital business model with a number of key tech principles



CUSTOMER
CENTRIC



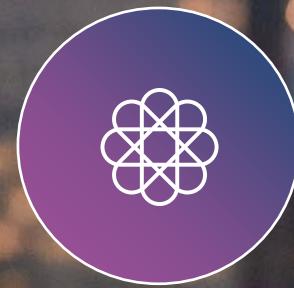
OPEN



AGILE



INTELLIGENT



DATA ENABLED



GLOBAL

OUR JOURNEY



Events, forums ,
hack days
Knowlegde sharing
session

EVANGELISATION

Building a
community
Be approachable
Developer portal,
documentation,
guidelines



Events, forums ,
hack days

Knowlegde sharing
session

Documentation,
guidelines and
guardrails

Building a
community

Be approachable

Dev portal,
documentation,
guidelines

Community driven



How-to's,
Patterns and
practices,
communication
channels

Tech conference

Events, forums ,
hack days

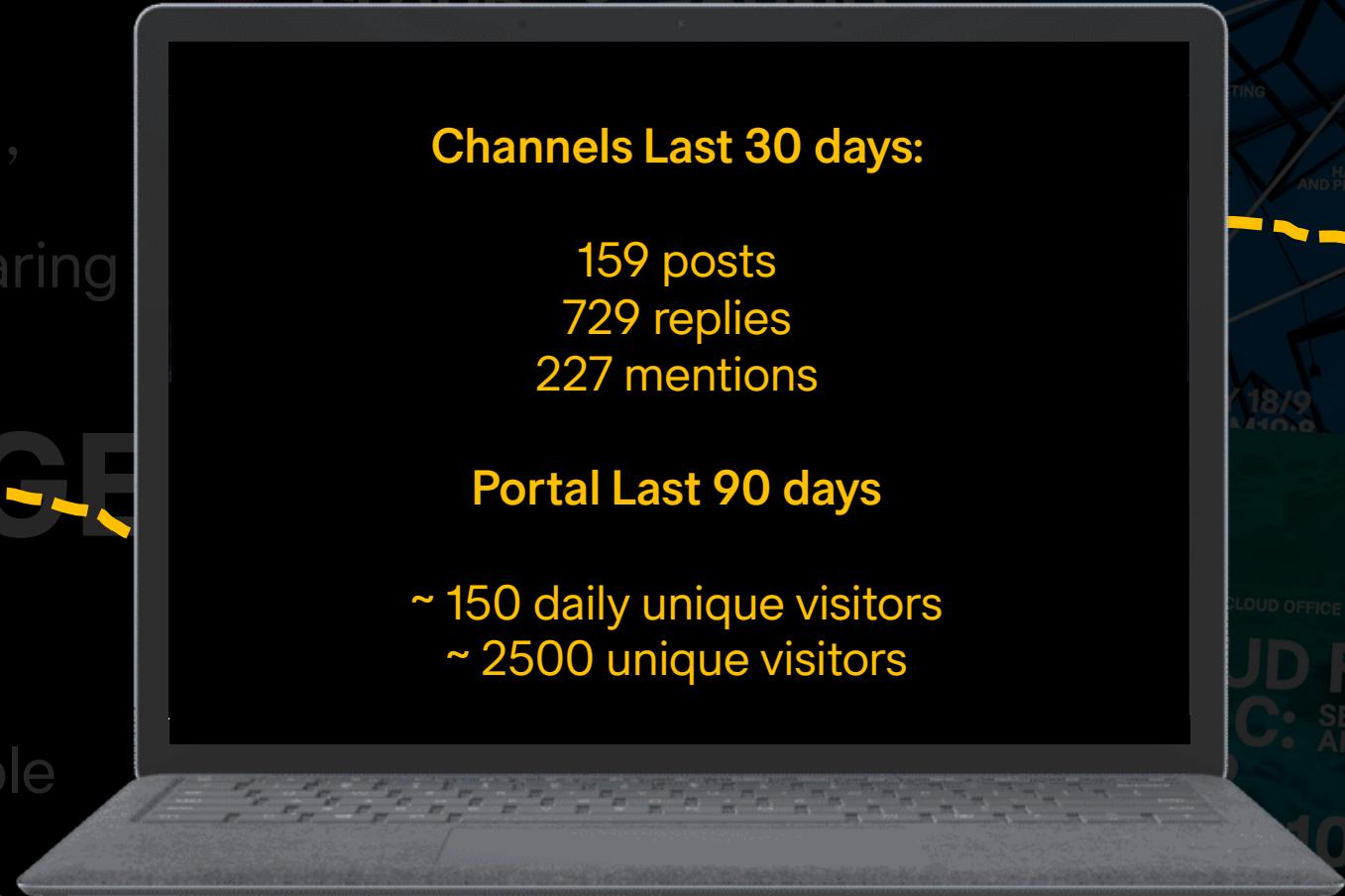
Knowlegde sharing
session

Documentation,
guidelines and
guardrails

Building a
community

Be approachable

Dev portal,
documentation,
guidelines



How-to's,
Patterns and
practices,
communication
channels

Tech conference

OUR JOURNEY



OUR JOURNEY



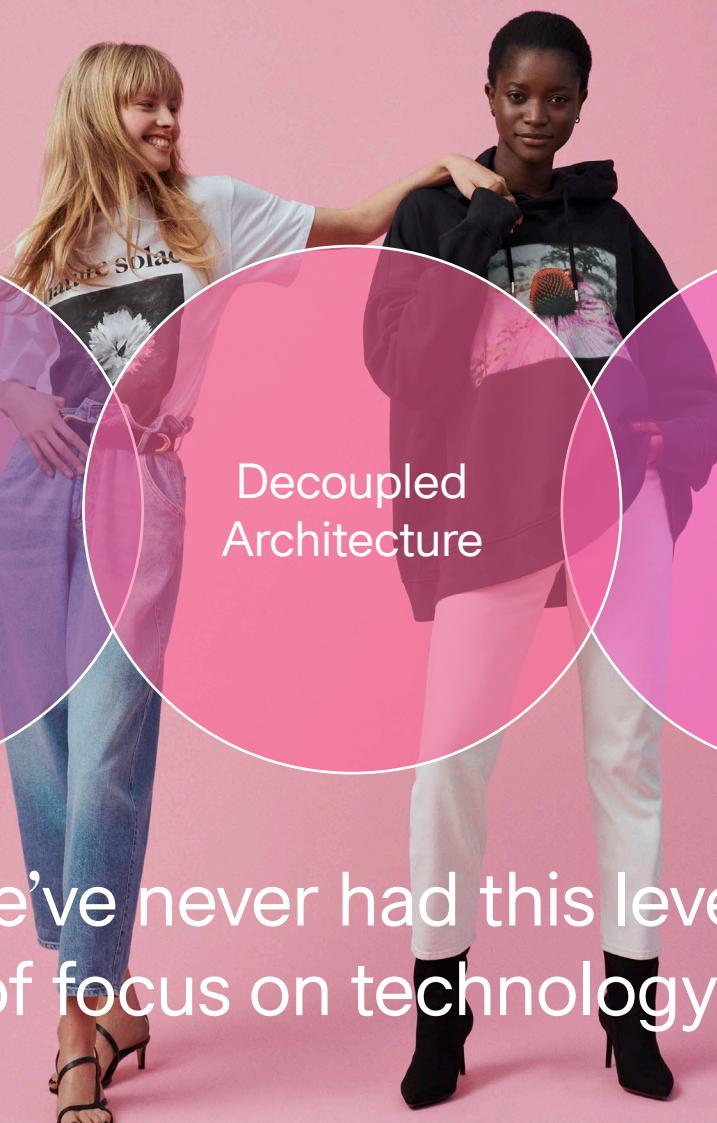


OUR CLOUD STRATEGY

H&M GROUP SHOULD RUN ENTIRELY IN THE CLOUD

SUPPORTED BY AN ORGANIZATION THAT CAN BUILD EFFECTIVE
AND SECURE CLOUD SOLUTIONS USING DEVOPS PRACTICES.

OUR FOUNDATION



DevOps

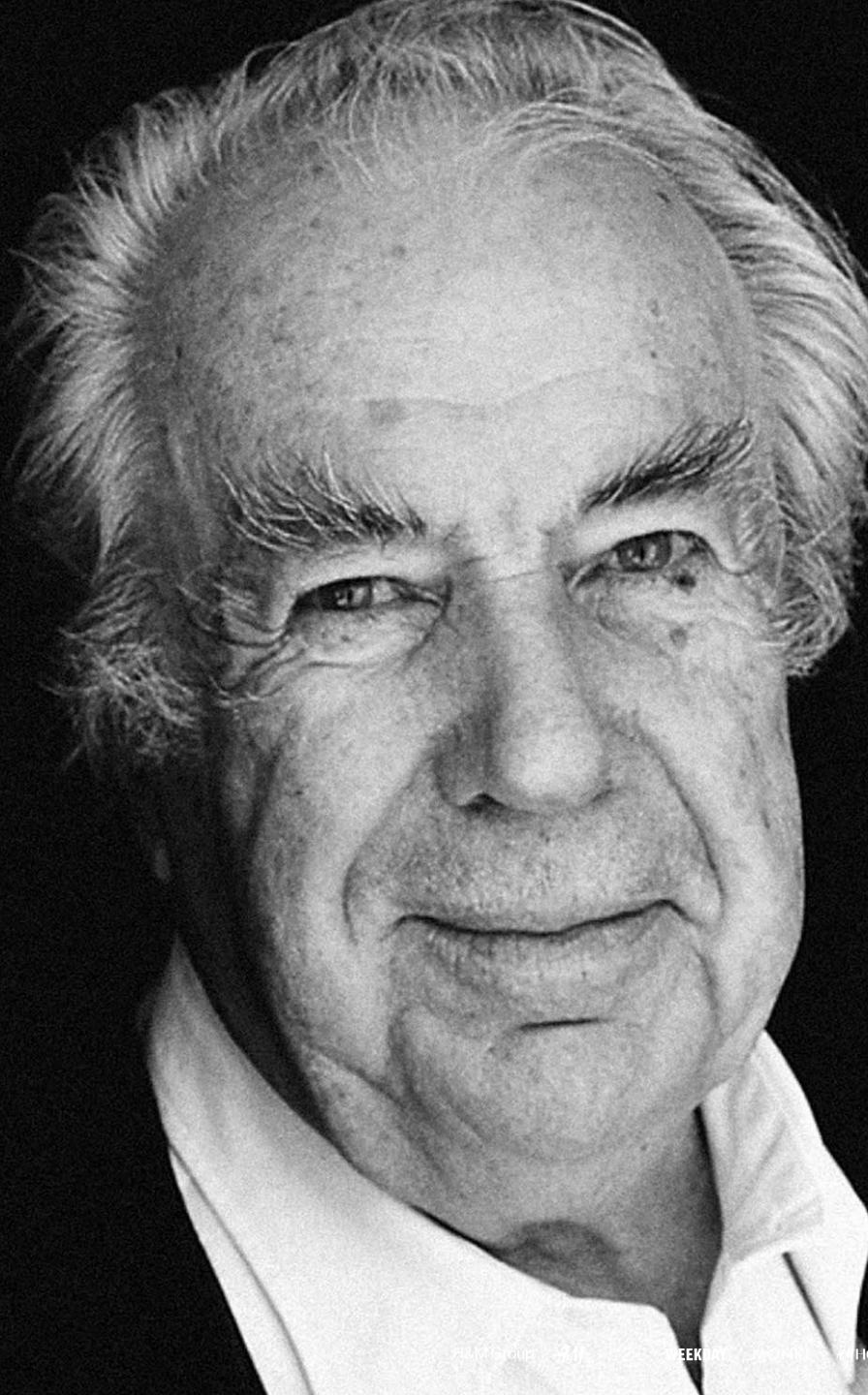
Agile

Decoupled
Architecture

AI

Cloud

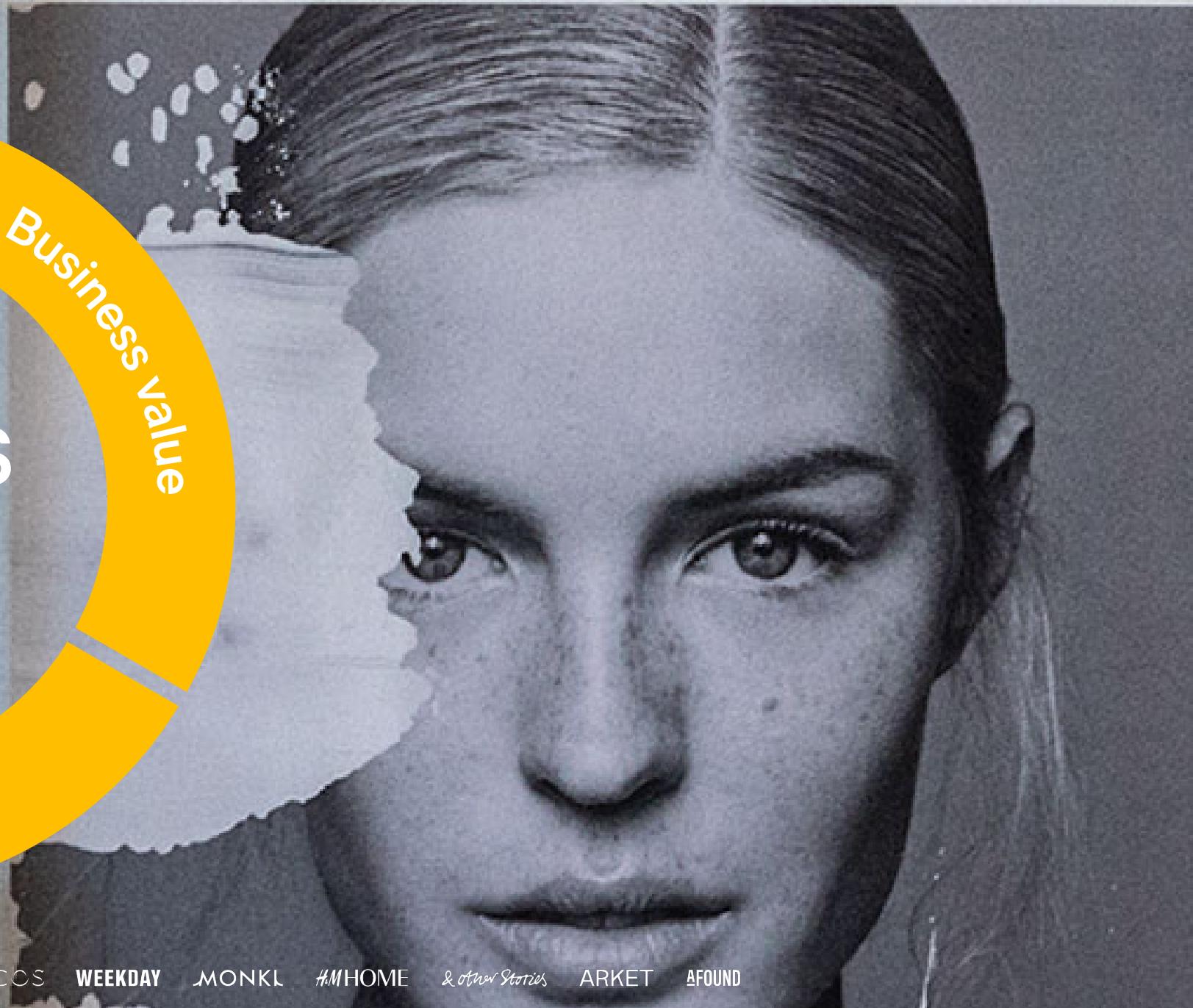
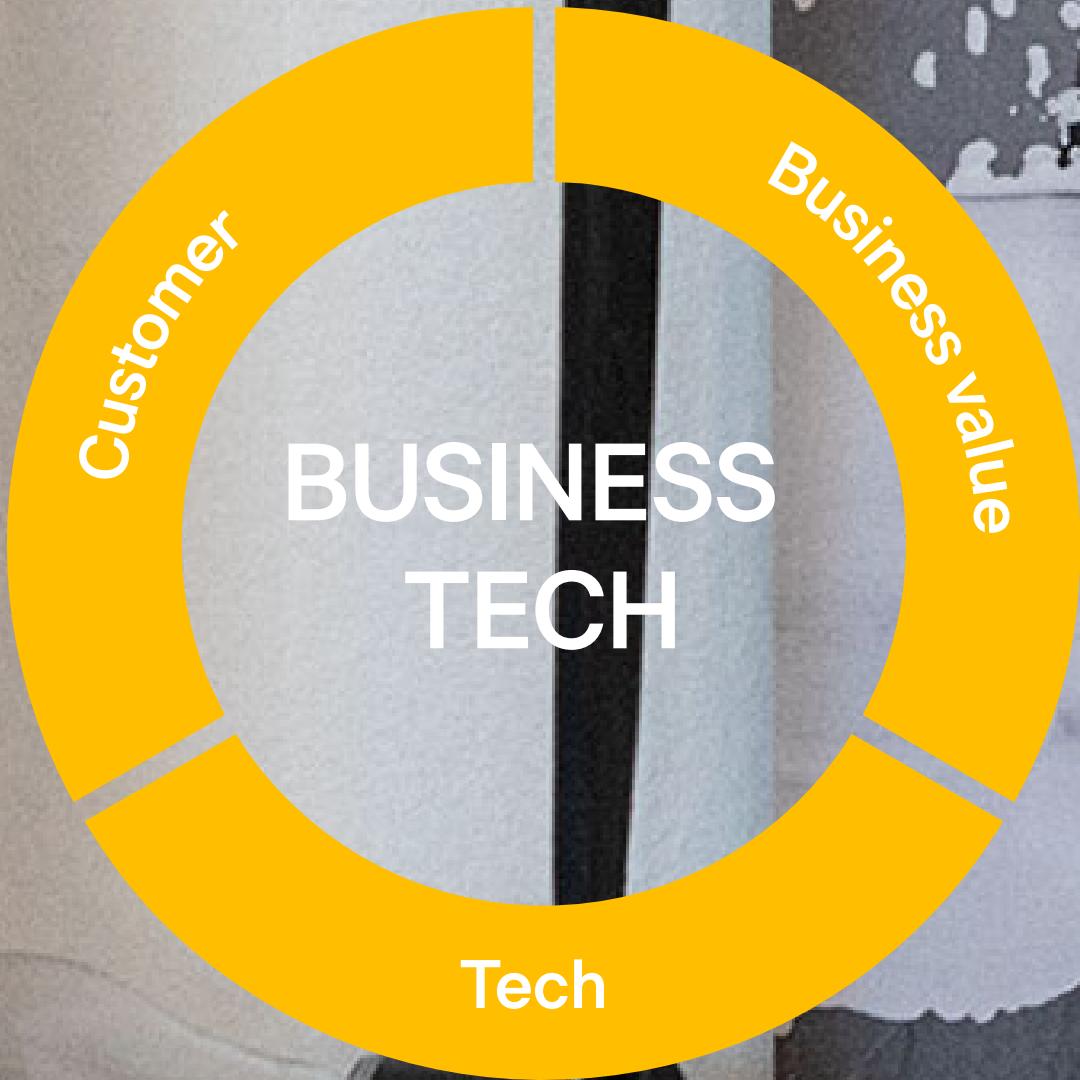
We've never had this level
of focus on technology



“

The secret of our success?
There is no secret. The
industry is so dynamic that it's
absolutely necessary to
constantly renew yourself and
have a flexible mindset.

— Erling Persson
Founder of H&M
Est.1947



H&M Group

H&M

COS

WEEKDAY

MONKI

H&M HOME

& other Stories

ARKET

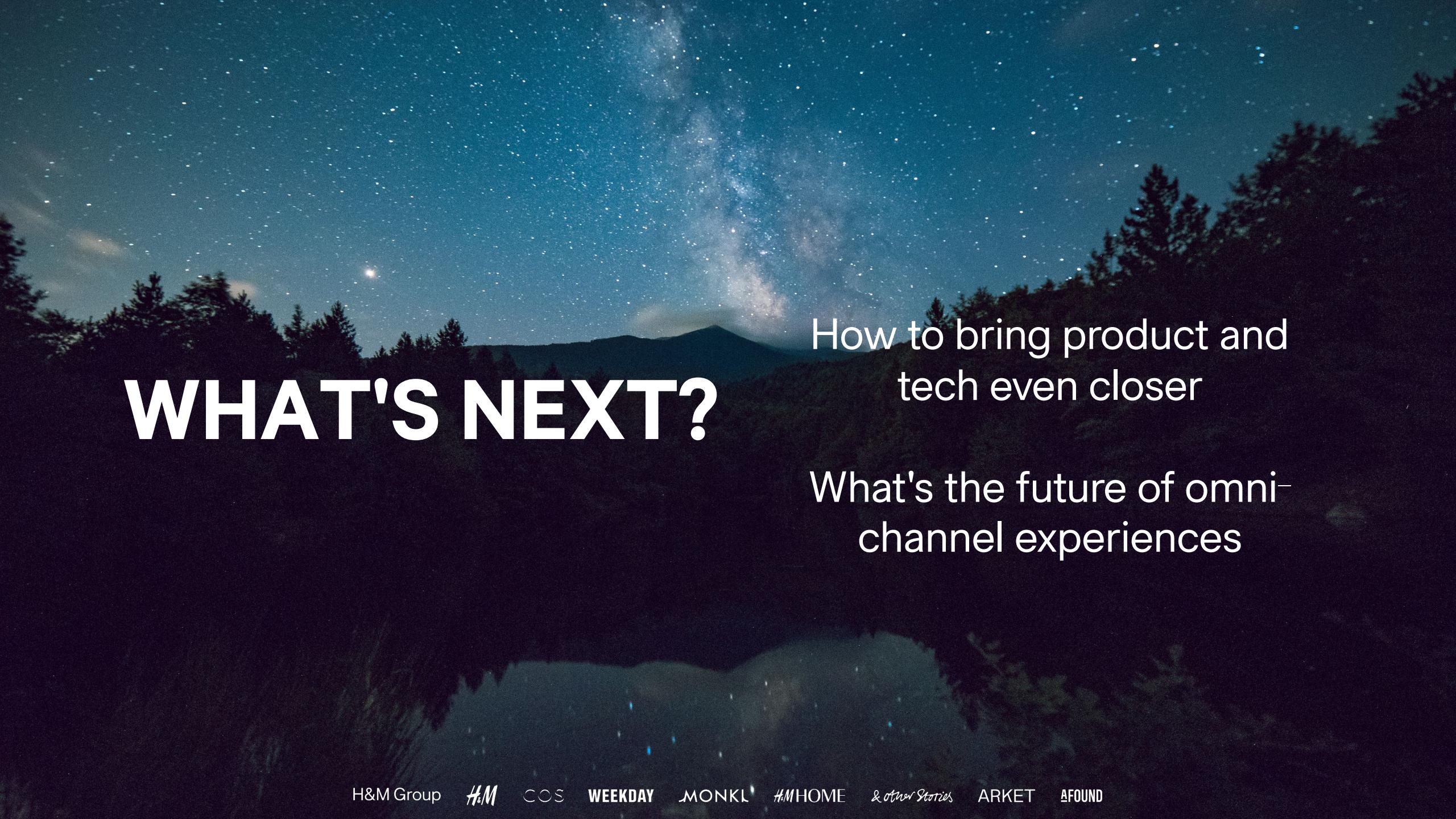
AFOUND

We are not here to serve the business,
rather to solve problems for our customers
in ways that serve our business

Digitalising
Customer
Experience

Digitalising
Operations

Digitalising
Colleague
Experience



WHAT'S NEXT?

How to bring product and
tech even closer

What's the future of omni-
channel experiences

Thanks



H&M Group

H&M

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AFOUND