

Unboxing Direct to Consumer Digital Transformation and Project Barbiecore, Powered by DevOps TDM



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WE MAKE TOYS





\$5.5B Revenue

36K Employees

150 Countries

200+ Brands







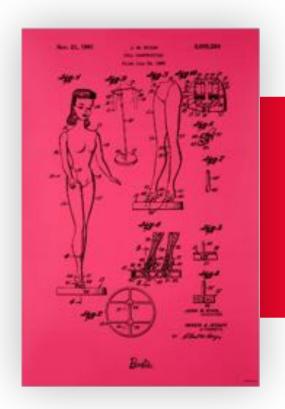


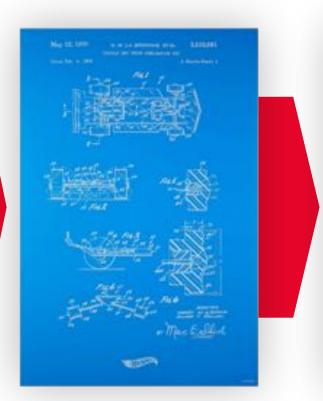


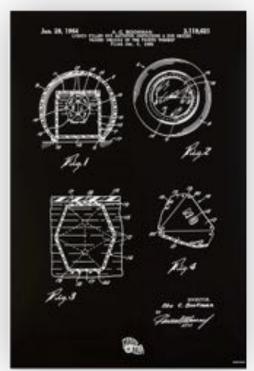


TOYS TAKE TIME



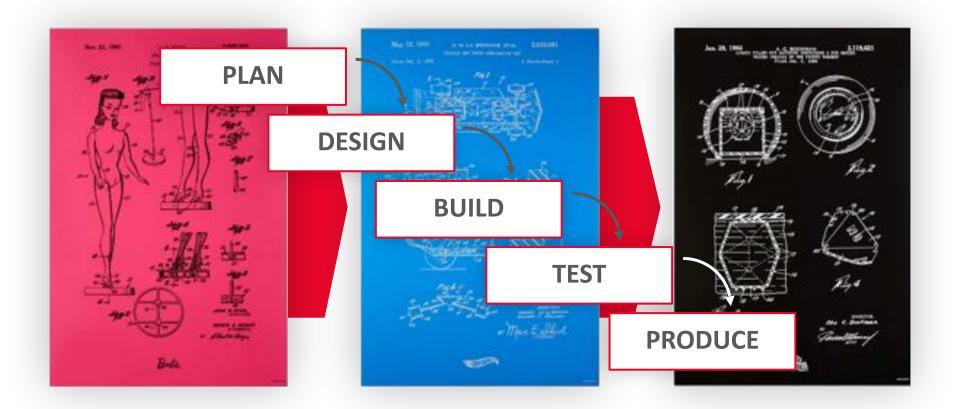






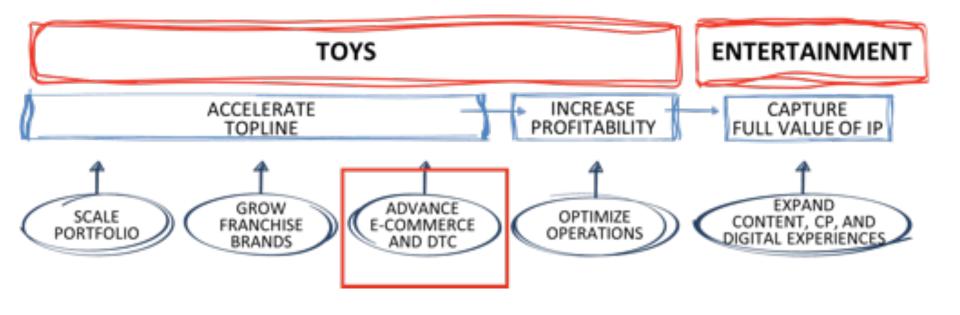
#WATERFALL





MATTEL STRATEGY

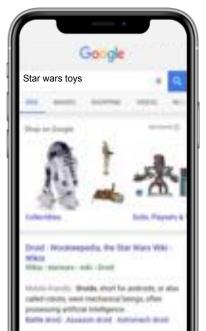




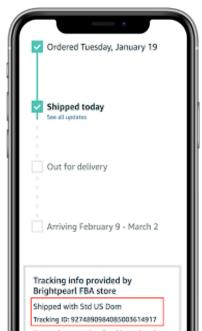
CUSTOMER JOURNEY



Start - - - - - - - - - - - - - - - End









TRANSFORMATION GOAL



Create direct relationships with our consumers to cultivate connection, engagement and drive purchase



BUILD RELATIONSHIPS



COLLECT DATA



INCREASE SALES

AND SCALE





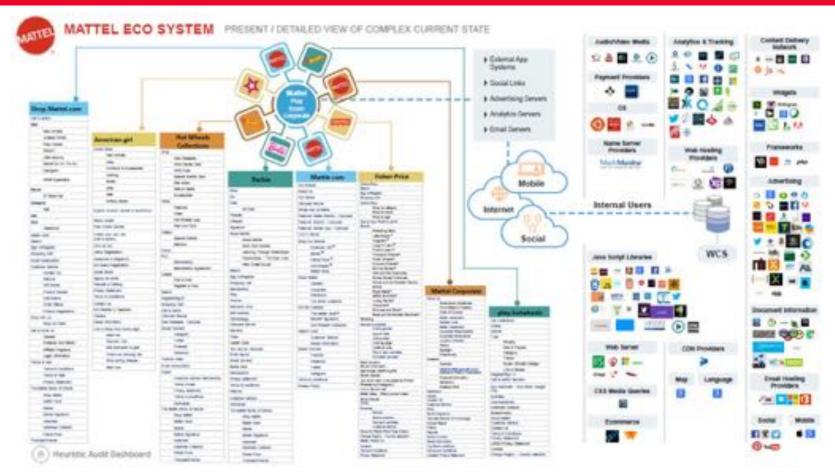
AND DO IT FAST





BUT WAS MESSY





START WITH THE CUSTOMER





Collectors
Premier destination for adult fans of Mattel brands



Shoppers
Hub for shoppers to find
the best Mattel gifts

SIMPLIFY FAST



CRM

CONVERSION FUNNEL

CUSTOMER IDENTITY

PRODUCT CATALOG









Product, promotions, cart, account management, payments, wish lists



ACCELERATED PAYMENTS

(a) shopify payments



AB TESTING

SEARCH





DEVOPS TESTING

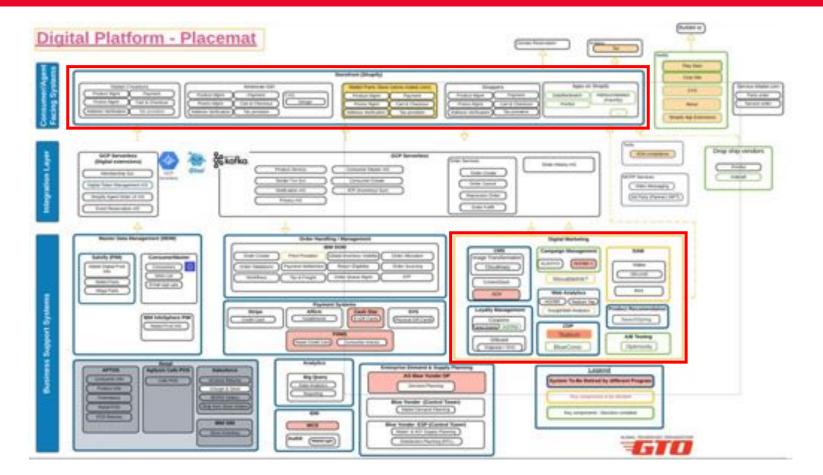


WINS

- Significantly improved online experience during flash sales
- Rapid deployment of new capabilities
- Simplified operational infrastructure
- Easy integration to test and learn new integrations
- Reduced operational cost

FIX THE REST

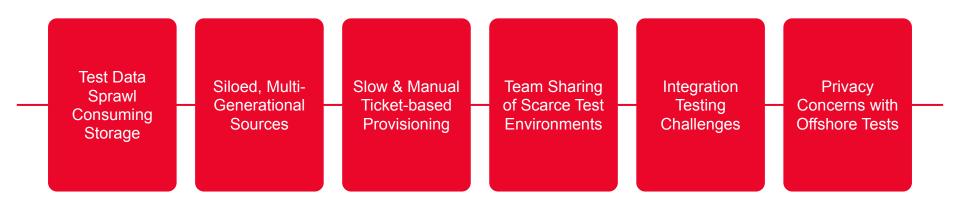




FIND THE CONSTRAINTS

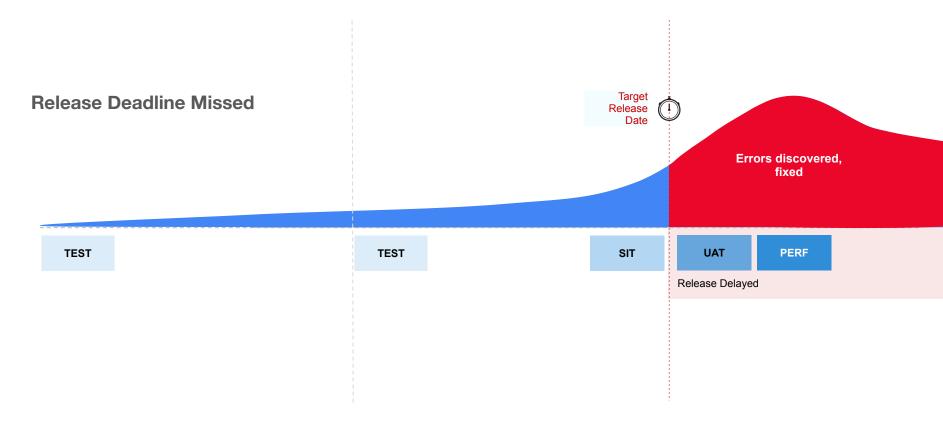


Test data was a constraint



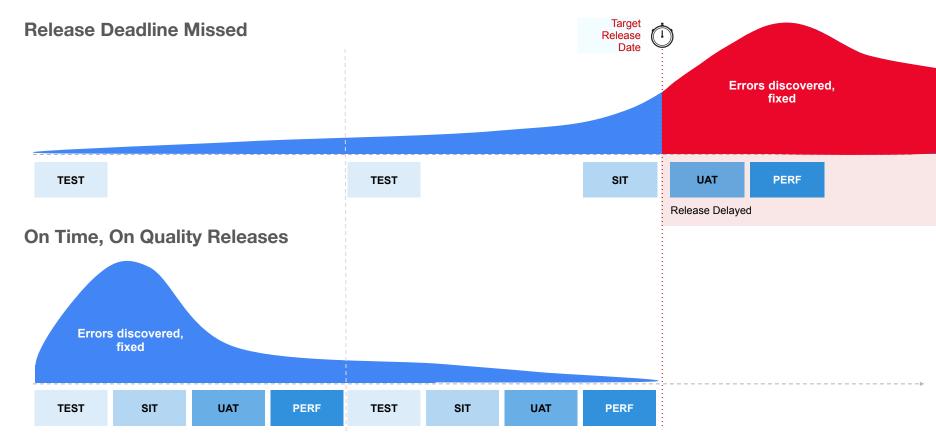
LACK OF DATA-READY ENVIRONMENTS





Lack of Data-Ready Environments Delays Testing, Releases





AUTOMATE ENVIRONMENTS FOR TESTING

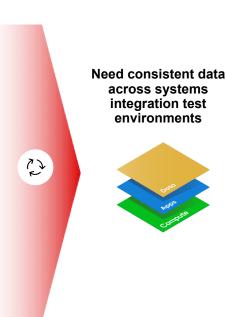


Business transactions cascade across systems—requires end-to-end testing





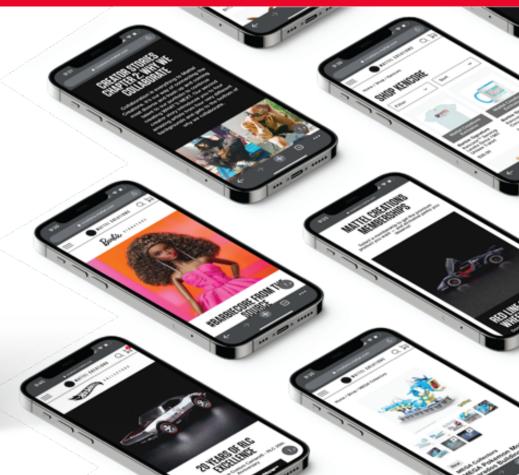




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INSPIRATION & GIFTING





#BARBIECORE









Barbiecore Is Everywhere This Summer

VOGUE

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#DEVOPS









QUESTIONS



Got questions or care to connect?

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