

# Burberry — TIV Report (Oct 2025)

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October 2, 2025

## Section Scores

Part 1	Part 2	Part 3	Total	%	Band
115	130	115	360	80.0%	Advanced Adopter

## Executive Summary

Burberry is a digital pioneer in luxury with strong personalization, AR/social retail experiments, and omnichannel apps/loyalty. Infra and ML Ops are credible but not hyperscale. Governance and leadership coverage are solid.

## Strengths

- Digital innovation (AR; Tencent social retail)
- Robust omnichannel apps/loyalty + personalization
- Clear digital priorities in filings; in-house bias

## Weaknesses

- Infra/AI Ops depth below LVMH scale
- Investment cadence affected by macro in FY24

## Part 1 — Business & Strategy (150)

1.1 C-Suite & Board: 30/40 — CTO & CIO; digital expertise on board.

1.2 AI Leadership: 10/10 — roles for personalization/AI; public talks.

1.3 Strategy & Financial Commitment: 20/20 — digital/process priorities in FY24.

1.4 Hiring & Talent: 25/40 — ongoing digital/engineering hiring; internal build.

1.5 Stability: 10/10 — no major tech layoffs disclosed in FY24.

1.6 Culture & Training: 10/20 — L&D initiatives; responsible data language.

1.7 Engineering Culture: 10/10 — innovation talks; partnerships.

## **Part 2 — Applications & Data (150)**

2.1 Website & App Tech: 20/20 — frequent app updates; modern web stack/CDN.

2.2 Customer Data & Analytics: 35/40 — CRM/CDP; personalization; experimentation evidenced.

2.3 Governance & Privacy: 20/20 — CMP + GDPR/CCPA.

2.4 Architecture & Automation: 25/30 — APIs/microservices; event-driven elements.

2.5 Engagement & Marketing Ecosystem: 30/40 — Omnichannel, AR/social retail; broad Martech.

## **Part 3 — Infrastructure (150)**

3.1 Cloud Partnerships & Strategy: 20/25 — public cloud partnerships.

3.2 AI Cloud Partnerships: 10/15 — vendor AI programs.

3.3 Data & Platform Strategy: 20/25 — Adobe/Snowflake/BI references.

3.4 AI/ML Ops Maturity: 15/20 — personalization pipelines; limited registry/feature store disclosure.

3.5 Compute & Infrastructure: 15/25 — containers; scale below leaders.

3.6 CI/CD & Delivery: 15/20 — mature DevOps processes.

3.7 Security & Trust: 20/20 — certifications; trust statements.

## **Gate & Penalty Rationale**

Gate: Only Part 2  $\geq 130$ ; Parts 1 and 3 are 115 → Leader gate not met; Advanced Adopter confirmed.

## **Conclusion**

Final classification: Advanced Adopter. Total 360/450 (80.0%).

## **Sources (public, attributable)**

- Burberry Annual Report 2023/24 (burberryplc.com)
- TechInformed (2024-09-26): Burberry tech talk
- Jing Daily (2020): Tencent x Burberry social retail

- App Store / Google Play metadata (ratings, cadence)