

Richemont — TIV Report (Oct 2025)

October 2, 2025

Section Scores

Part 1	Part 2	Part 3	Total	%	Band
100	115	100	315	70.0%	Adopter

Executive Summary

Richemont has a credible digital base via Cartier and YNAP, but uneven across maisons. Classified Adopter.

Strengths

- Cartier/YNAP ecommerce
- Data platforms & CRM
- Strong governance posture

Weaknesses

- Fragmented maturity across maisons
- Limited ML Ops disclosure
- No group CDO/CAIO

Part 1 — Business & Strategy

1.1 C-Suite & Board: 20/40 — CIO present; no CDO; board mixed digital expertise.

1.2 AI Leadership: 5/10 — brand-level roles, no CAIO.

1.3 Strategy: 15/20 — digital in filings, selective capex.

1.4 Hiring & Talent: 25/40 — ongoing recruiting.

1.5 Stability: 10/10 — stable workforce.

1.6 Culture/Training: 15/20 — training & responsible data.

1.7 Engineering Culture: 10/10 — Cartier/YNAP tech presence.

Part 2 — Applications & Data

2.1 Website & App Tech: 20/20 — modern apps/CDN.

2.2 Customer Data & Analytics: 25/40 — CRM/CDP, personalization; limited experimentation.

2.3 Governance & Privacy: 20/20 — CMP and GDPR pages.

2.4 Architecture & Automation: 25/30 — APIs and microservices.

2.5 Engagement & Marketing: 25/40 — omnichannel and marketing stack.

Part 3 — Infrastructure

3.1 Cloud Strategy: 15/25 — selective public cloud.

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

3.3 Data & Platform Strategy: 20/25 — data platforms & BI.

3.4 AI/ML Ops: 10/20 — limited pipelines.

3.5 Compute & Infrastructure: 20/25 — containers partial.

3.6 CI/CD & Delivery: 10/20 — moderate automation.

3.7 Security & Trust: 15/20 — certifications.

Conclusion

Richemont scored 315/450 (70.0%) — Adopter.

Sources

- Richemont Annual Report
- Cartier/YNAP sites
- Brand privacy pages