

34 Food Retail Digital Transformation

Industry	Food Retail	Client	Huge European Retail Chain
Role	Enterprise Architect		
Key Result	A strategic roadmap for the core retail platform was developed, enabling the client to make informed decisions, optimize investments by avoiding functional duplication, and leverage underutilized technologies for further business impact.		

Situation	Task	Action	Result
The Customer, a retail company that had undergone significant mergers and acquisitions, was facing a complex and inefficient IT landscape. To support its growth goals through online and offline channels, the company needed a clear plan to integrate its various retail solutions into a single strategy across the European region. The goal was to leverage underutilized technologies to add value for its brands and customers.	My task was to develop a strategic roadmap for an integrated core retail platform that aligned with the customer's role as a technology enabler, driving omnichannel growth and operational excellence. This roadmap needed to outline a 1–3-year development horizon and include a capability assessment to increase maturity.	Comprehensive Discovery Scan: Conducted a comprehensive discovery scan of the entire enterprise's business and application landscape to identify current capabilities and gaps. Capability Analysis: Performed a detailed capability analysis, optimization, and planning. Application-Capability Mapping: Mapped application functions onto enterprise capabilities to ensure alignment with business goals. Stakeholder Collaboration: Collaborated with key stakeholders to define and refine the strategic roadmap. Report Delivery: Delivered a detailed discovery report with a comprehensive overview of the current enterprise landscape, which simplified management decision-making. Roadmap Development: Developed a detailed strategic roadmap for developing the core retail platform.	Clear and Comprehensive Overview: The customer was provided with a clear and comprehensive overview of the current enterprise landscape, simplifying management decision-making. Detailed Strategic Roadmap: A detailed strategic roadmap for developing the core retail platform was delivered, ensuring alignment with the customer's business objectives and technological advancements. Value-Added Technologies: The work enabled the customer to leverage underutilized technologies, driving further impact and value for their brands and customers. Informed Decisions: The clear and structured strategic plan enabled the client to make informed decisions on platform development and transformation. Investment Optimization: The roadmap helped the company avoid functional duplication and optimize IT investments.