Case Study

Global 2000
Adidas

adidas

Delivering the Most Compelling Customer Experience with the Most Relevant Content

INDUSTRY
Retail

GOAL
Increase revenue and customer loyalty by delivering a better online customer experience

CHALLENGE
Data required to provide personalized experience is spread across various information silos

SOLUTION
Used Neo4j to integrate master data, content data and product data into a single, searchable graph database which can be used to create a personalized customer experience

FUTURE

-Planning to integrate CRM, social, partners, consumer profiles and analytics into Shared Metadata Service

-Creating a real-time recommendation engine for retail consumers using integrated data

The [adidas Group](#) is a global leader in the sporting goods industry and one of the world's most valuable brands. With annual sales of €14.5 billion, the adidas Group offers a broad portfolio of footwear, apparel and hardware around the core brands of adidas, Reebok and TaylorMade. Headquartered in Germany, the Group employs more than 53,000 people across the globe.

Challenge

With such a vast global audience, the adidas Group wanted to step up its game by offering a more personalized experience to its online shoppers. Yet, as with many large retailers, the Group was beset by a wide array of information silos, including data about products, markets, social media, master data, digital assets, brand content and other key areas. "We have many different silos, many different data domains, and in order to make sense out of our data, we needed to bring those together and make them useful for us," said Senior Project Manager Sokratis Kartelias.

On the technical level, data models didn't align between the information silos, and there wasn't a standard, consistent way to communicate between the different data domains. Without a way to effectively consolidate such data, the Group felt it was missing out on opportunities to provide the most compelling and relevant content to its consumers, as well as offering enhanced product recommendations to drive more revenue.

Unlike other online retailers that merely offered static content to all of their website visitors, the adidas Group wanted to personalize content based on user interests, local languages, regional sporting news and market-specific product offerings.

Additionally, the Group wanted to provide standardized access to this content-sharing system with its internal teams, partners, IT units and others in a way that was fast, reliable and searchable so teams didn't have to recreate existing content.

The Strategy

Rather than trying to consolidate all of the adidas Group's information silos into a single place, Kartelias started a "Shared Metadata Service" which would effectively accomplish the same result with the effort of actually moving the data.

This new service would enable employees across the adidas Group to categorize and search for content across every platform and division of the enterprise. The Shared Metadata Service would also allow the Group to target audiences with content organized by language, country, tone, sport and athlete. In addition, the Service would need to include search engine optimization of content for various local languages.

Furthermore, Kartelias wanted the Shared Metadata Service to govern the roles and ownership of different employees to ensure safe, high-quality data.
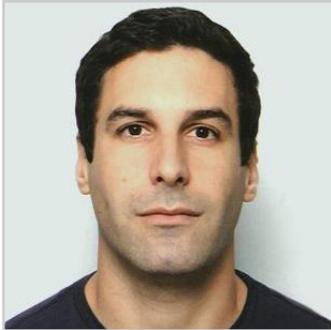
> "We have many different silos, many different data domains, and in order to make sense out of our data, we needed to bring those together and make them useful for us."

– Sokratis Kratelias,

Senior Project Manager, Adidas

Solution

In order to build the Shared Metadata Service, Kartelias turned to [Neo4j](link). The Neo4j graph database proved to be the ideal technology for creating the Service, offering access and searchability to all data, along with support for new emerging services.

In order to implement the Shared Metadata Service on Neo4j, Kartelias first had to unify the different models between content, product data and master data. With the help of Neo4j consultants, Kartelias' team was able to define an optimal data model that connected all three domains, relating information as diverse as marketing campaigns, product specifications, contracted athletes and associated teams, sports categories, gender information and more.

With the initial project now complete, Kartelias and his team are continuously integrating the Shared Metadata Service with new sources and clients, enabling the adidas Group to deliver the most compelling customer experience to their online shoppers with the right content at the right time.

The Future

In order to build the Shared Metadata Service, Kartelias turned to Neo4j. The Neo4j graph database proved to the be the ideal technology for creating the Service, offering access and searchability to all data, along without support for new emerging services.

Today, the Neo4j-powered Shared Metadata Service has two million nodes with nearly ten million relationships, but for Kartelias, this is only the first step. His team has plenty more data domains they want to integrate with their graph database.

The ultimate goal is to build a recommendation engine that uses Neo4j to offer up relevant, real-time suggestions to shoppers on adidas.com in addition to social and mobile channels.

At the end of the day, the adidas Group needed to provide a compelling customer experience with timely and relevant content. They wouldn't have been able to do that without using Neo4j.

Questions about Neo4j?
Contact us:
1-855-636-4532
info@neotechnology.com

neo4j.com