Pradeep IT™

A Kou-Chan Company

ALDO

STEPPING UP CUSTOMER EXPERIENCE WITH A UNIFIED COMMERCE SOLUTION

SAP Commerce Cloud

SAP

Company Information

Ensuring a Seamless Customer Experience Across Channels

🌟 ALDO Group: Fashion with Purpose, Powered by SAP
👠 A Unique Fashion Brand, Built on Values
✔️Respect, Integrity & Customer Understanding form the foundation of ALDO's philosophy ❤️🤝
✔️ A deep connection with customers drives every innovation 🎯👥
🚀 Transforming E-Commerce with SAP
🌐 Connected Digital Ecosystem enables seamless shopping experiences 🛒💻
📊Data-Driven Insights enhance personalization & engagement 🔍🎯
🔗Integrated SAP Solutions ensure smooth operations & scalability📈⚙️
🎯 Realizing the ALDO Vision
👗 Fashion meets Technology to create exceptional customer experiences 💡👠
💙Commitment to excellence in every touchpoint ✨✅
🚀 ALDO + SAP = A future of seamless shopping, innovation & growth! 🌍📲

Industry	Region	Company Size
Retail	Montreal, Canada	5,200 employees

"With SAP Commerce Cloud, SAP Customer Activity Repository, and SAP Emarsys Customer Engagement, we are enhancing the shopping experience and fostering customer loyalty, ensuring we meet and exceed consumer expectations"

Gregoire Baret
Vice President, Digital Product and Experience, ALDO Group Inc

Shaping the Future of Consumer Experience and How to Bring It to Life

ALDO Group: Delivering Seamless, Omnichannel Shopping Experiences

👠 Elevating Retail with ALDO's Iconic Brands

With renowned brands like ALDO, Call It Spring, and GLOBO, ALDO Group Inc. delivers high-quality footwear, handbags, and accessories across 1,500+ locations in 100+ countries. 🌍✨

🚀 Staying Ahead in a Fast-Paced Market

✔️ Customer-First Approach – Meeting expectations for faster, better service, flexible payments, and seamless social media connections.

✔️Integrated Commerce – Bridging e-commerce, in-store POS, and ordering systems for a unified shopping experience. 🛒🔗

✔️Sustainability Efforts – Reducing returns and waste by matching shoppers with the right products based on availability, location, and preferences. 🌱✅

💡 Driving Loyalty with SAP Emarsys

🎯 Personalized, real-time interactions at scale 🔄

💙Stronger customer connections & higher retention 📈

🛍️Seamless experiences across all channels for an exceptional journey

"SAP Emarsys Customer Engagement enables us to meet customers where they are and deliver exactly what they want." 💬✨

Gregoire Baret

Vice President, Digital Product and Experience, ALDO Group Inc

Integrating Data and Systems to Deliver the Ideal Shopper Experience

🚀 ALDO leverages SAP Commerce Cloud, SAP Emarsys Customer Engagement, and SAP Customer Activity Repository to enhance its core customer experience platform and deliver seamless shopping experiences.

🔎 Real-Time Insights & Personalization

✔️ 360° Customer View – SAP Customer Activity Repository provides real-time inventory visibility and a holistic view of customer data.

✔️Demand Forecasting – AI-driven insights for better product availability 📊🔮

✔️Personalized Marketing – Delivering tailored experiences that boost engagement 💌✨

🌐 Integrated & Scalable Operations

🔗 Seamless connection of digital transactions, inventory management, and customer engagement for maximum efficiency 🔄

☁️Cloud-based scalability & security ensure peak performance across all touchpoints ⚡🔒

🧩Composable architecture enables smooth integration with existing tech ecosystems for continuous growth and innovation 🚀📈

💡 ALDO's Vision for Unified Commerce

"At ALDO, consumer experience and IT are seamlessly integrated. There's a strong alignment between marketing strategy, brand, digital products, user experience, and development, with SAP solutions playing a key role in supporting these teams." 🎯💙

Gregoire Baret

Vice President, Digital Product and Experience, ALDO Group Inc

Adapting Quickly to Evolving Demands

🚀 ALDO's Future-Ready E-Commerce Transformation
🔗 Enhanced Connectivity, Scalability & Modularity – ALDO's e-commerce platform now delivers seamless shopping experiences, offering customers exactly what they need, when they need it 🛍️✨
🌍 Omnichannel Engagement & Growth
✔️ SAP Commerce Cloud + SAP Emarsys Customer Engagement enable real-time interactions across multiple channels 🔄📱
✔️Boosted Conversions – Intelligent tools drive personalized engagement & sustained growth 📈🎯
🔎 Smarter Product Discovery & Checkout
🛒 Advanced listing & filtering connect directly to inventory for real-time availability📦🔍
💡Personalized recommendations ensure shoppers find exactly what they're looking for 🤖❤️
🛡️Seamless checkout experience builds trust & loyalty 🏦✅
⚡ Adaptability & Agility with SAP's Composable Architecture
🔧 'Headless' approach decouples front-end & back-end for faster innovation 💡⚙️
📲Focused decision-making across multiple applications for a unified, high-performance platform 🏗️🚀
📊 AI-Powered Insights & Data-Driven Optimization
📌 Accurate, accessible data enhances inventory control & demand forecasting 📈🔮
🛠️AI-driven recommendations provide tailored shopping experiences 🤖🛍️
🌱Optimized resource management ensures a sustainable & efficient retail experience 🌍♻️

ALDO is redefining digital commerce by leveraging SAP's advanced technology to create a smarter, more responsive, and seamless shopping journey! 🏆🔥

Achieving Net-Zero Emissions Through a Unified Customer Experience

🌍 Looking Ahead: SAP Solutions Powering ALDO Group's Sustainability Journey
🚀 Digitalization & E-Commerce for a Greener Future
✔️SAP solutions are driving sustainability efforts through site-performance optimization & demand forecasting 📊🔍
✔️Smarter inventory & logistics management reduce waste & enhance efficiency 📦📉
🌱 Sustainability Milestones & Future Goals
🌿 70% reduction in direct emissions over the past decade ✅♻️
🚚Carbon-neutral shipping is already in place 🌍💨
📦Optimized inventory & logistics ensure eco-friendly operations📉🚀
💡 Digital Transformation for Net-Zero by 2050
📲SAP's integrated solutions enable real-time insights for smarter decision-making 🧠📈
🔧Sustainable hardware management – repair & refurbish instead of replacing 🔄🛠️
🏆Long-term vision: Net-zero emissions by 2050 🌍✨
As Gregoire Baret, VP of Digital Product & Experience, states:
"This is just the beginning. We know digitalization will help us achieve even more!" 🔥♻️
ALDO is committed to a more sustainable future—powered by SAP & innovation! 🚀🌱