



# Making Connections:

Lagardère Travel Retail Pacific Expands Shopping Opportunities through Partnerships and a Cloud-First Strategy



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Shaun Stanyer  
IT Director  
Lagardère Travel Retail Pacific

Goals	Solution	Results
Thrive in a changing business landscape by expanding retail partnerships and exchanging product and sales data among systems	Share data between systems using Informatica Intelligent Cloud Services, a next-generation iPaaS solution	Supports business strategy by enabling faster, API-based sharing of data between more diverse systems
Overcome reliance on internally developed, hand-coded data integration solutions and manual processes	Use Informatica Cloud Data Integration for codeless data integration with most common data sources, both on-premises and cloud	Lets developers and database administrators be more strategic by automating previously manual workflows
Optimize inventory planning and meet monthly sales reporting obligations to travel retail landlords	Bring Microsoft Dynamics NAV data into a cloud-based inventory application and pull location-specific sales data from SQL Server databases	Speeds up reporting and BI processes to improve inventory planning and provide landlords with accurate, timely reports

## Business Requirements:

- Follow cloud-first strategy to integrate global retail systems
- Select a well-known iPaaS vendor to leverage best practices
- Keep costs predictable and manageable in support of travel retail reporting needs

### About Lagardère Travel Retail Pacific

One of the four divisions of the Lagardère group, Lagardère Travel Retail is a pioneering global leader in the travel retail industry, operating over 4,600 stores across Travel Essentials, Duty Free & Fashion, and Foodservice in airports, railway stations, and other concessions in 39 countries worldwide. In the Pacific region, Lagardère Travel retail operates more than 130 outlets across 23 airports, supported by professional local teams in Australia, New Zealand and New Caledonia.

Since opening its first bookstore in 1852 at the Paris Gare de Lyon railway station, Lagardère Travel Retail has delivered new shopping and dining experiences for travelers. The company's three lines of business— Travel Essentials, Duty Free & Fashion, and Foodservice—succeed through a focus on exceeding travelers' expectations throughout their journey while also optimizing landlords' assets and partners' brands.

In the Pacific region, Lagardère Travel Retail operates more than 130 outlets in 23 airports, supported by professional local teams in Australia, New Zealand and New Caledonia. As the business expands in the region, the company has a comprehensive portfolio of owned brands and a tailored selection of partner brands. To be successful, it must integrate product and sales data with more diverse systems and do it faster to regularly report to both partners and landlords.

Like any retailer, Lagardère Travel Retail Pacific must also track sales volume and product inventory—stocking the most desired products in each retail outlet. Until recently, Lagardère Travel Retail Pacific hand-coded all of its data integrations through a custom-written Microsoft SQL Server layer, which took both time and precious resources. The company wanted to overcome its reliance on internally developed solutions and take an API-based approach to data integration to reduce risk and free its developers and database administrators for more strategic tasks. With these goals in mind, the company began looking for a scalable data integration solution that could reliably move data among systems, even as data grew exponentially.

"We had a business need to expand our retail partnerships, but needed to maintain the integrity of data as it jumps from system to system," says Shaun Stanyer, IT Director at Lagardère Travel Retail Pacific. "That couldn't come at the cost of our internal team's time. We needed a better way."

## Simplifying data management

Lagardère Travel Retail Pacific evaluated several systems before partnering with ISW and Informatica Professional Services to deploy Informatica Intelligent Cloud Services, a next-generation Integration Platform as a Service (iPaaS) solution. Selecting a cloud-based solution was key to reducing CapEx and supporting digital transformation.

"We selected Informatica because of its robust services organization, strong local partnerships, and close alignment with our cloud-first strategy," says Stanyer. "We can make timely system updates available when needed without hand-coding, and easily connect disparate sources in different locations without limitations on the data type or format."





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Mary-Ellen Slattery  
Database Administrator  
Lagardère Travel Retail Pacific

Informatica Cloud Data Integration automatically collects product and sales data from Microsoft Dynamics NAV and SAP, allowing IT staff to concentrate on other tasks. Microsoft Dynamics data is also integrated with a cloud-based product inventory application. When it comes time to report sales data to travel retail landlords, location- and business-unit specific data is pulled from back-end Microsoft SQL Server databases.

“Using Informatica Intelligent Cloud Services as an iPaaS layer, I can look at our integrations more holistically, take a step back, and drive strategy rather than being stuck in code land,” says Mary-Ellen Slattery, Database Administrator at Lagardère Travel Retail Pacific. “Having native alerting and scheduling is really nice, and we don’t have to custom code any of it.”

### Optimizing inventory planning and sales reporting

Working with ISW and Informatica Professional Services, Lagardère Travel Retail Pacific consolidated its inventory planning onto the new cloud application. With standardized inventory planning across all its locations, the business will be able to better manage stock levels across business lines, concepts, locations and stores.

“Managing stock levels is a huge priority for the business, impacting operating efficiency, customer service, and profitability,” says Slattery. “Informatica made it easy to get the data we needed from Microsoft Dynamics into our new cloud-based inventory application.”

From a partner perspective, one of the biggest advantages for Lagardère Travel Retail Pacific is the ability to leverage ISW to assist with development work and support. ISW has helped ensure that projects are delivered on time by working in parallel.

Lagardère Travel Retail Pacific also tackled sales reporting for travel retail landlords, automating monthly reports instead of putting them into developers’ work queues. Timely, accurate sales reporting will help Lagardère Travel Retail Pacific deliver optimal value propositions for landlords and become their retail partner of choice.

“Informatica helps us accelerate delivery of projects that are important to the business,” says Stanyer. “We’re more agile, because our internal resources aren’t constrained.”



### Inside The Solution:

- Informatica Intelligent Cloud Services
  - » Informatica Cloud Data Integration

## Enabling new business partnerships

Lagardère Travel Retail Pacific is well positioned for the future and can consider any business partnership that requires exchanging data using an API, whether it's with an airline, a supplier, an e-commerce operator, or another service provider.

"We have a multitude of potential business partnerships on the horizon that all have very short timelines and will require modern, API-based integration techniques," says Slattery. "Without Informatica, those timelines would be difficult or maybe not even possible for us to meet."

