



## Talend Customer Domino's Recognized for Digital Marketing Leadership

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*World's Largest Pizza Delivery Chain Receives Ventana Research's Digital Leadership Award for Innovative Use of Big Data to Advance the Customer Experience*

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Dec. 19, 2017-- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) and [big data](#) integration solutions, announced that its customer, Domino's, was awarded the 2017 Ventana Research Digital Leadership Winner for Marketing. The annual [awards program](#) spotlights companies that have advanced the productivity and potential of business applications, as well as technologies that have significantly improved the efficiency, productivity and performance of an organization.

Domino's is the world's largest pizza delivery chain with over 14,400 outlets serving up millions of pizzas a day across 85 countries. Today, 60 percent of its orders come via digital channels, providing the opportunity to generate and capture a lot of information. Domino's relies on [Talend Big Data](#) to integrate all this data into a digital service that leverages in-depth customer insights. Customers now have a better, faster and higher quality experience using Domino's' digital platforms and delivery chains.

"Talend enables Domino's to scale out a digital e-commerce operation, rather than remain a traditional quick service, retail restaurant chain – giving us the ability to provide customers with the best products we can, as fast as possible," said Dan Djuric, VP of Global Infrastructure and Enterprise Information Management at Domino's. "Being a data-driven company is important in today's economy, and now every business unit under the Domino's umbrella is looking to leverage data for speed and cost efficiency."

[Talend Big Data](#) helps organizations integrate all data sources—on-premise, in the cloud, applications, databases or sensors—into a unified, digital service that serves up an in-depth, 360-degree customer view. By aggregating and analyzing large volumes of data using Talend Big Data, Domino's integrates 85,000 structured and unstructured data sources to provide increased operational efficiencies, improved customer insights, and one-to-one buying experiences across multiple touchpoints.

"Domino's illustrates how Talend's open architecture and intelligent integration can accelerate the information supply chain," said Nello Franco, SVP of customer success at Talend. "Talend Big Data helps organizations create a center of excellence by consolidating online and offline data into a unified, shared customer view that helps execute upon a data-driven customer sales and marketing strategy."

To learn more about Domino's use of Talend solutions to support its customer intimacy program, [read this story](#). For additional information on Talend's complete portfolio of cloud and big data integration solutions, visit [www.talend.com](http://www.talend.com).

Like this story? Tweet this: @dominos recognized for innovative use of big data in marketing by Ventana Research – clearly a best-in-class example <http://bit.ly/2AVUTJh>

### About Ventana Research and the Digital Leadership Awards

Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. The annual Ventana Research Digital Leadership Awards is a prestigious leadership awards program, backed by a proven industry analyst firm with market research and expertise across business and IT. The awards recognize individuals and companies that have utilized and championed improvements across their people, processes, information, and technology to grow their business and industry potential. View the 2017 winners on [Ventanaresearch.com](http://Ventanaresearch.com).

### About Talend

Talend ([NASDAQ: TLND](#)) is a next-generation leader in cloud and big data integration software that helps companies turn data into a strategic asset that delivers real-time, organization-wide insight into customers, partners, and operations. Through its open, native, and unified integration platform, Talend delivers the data agility required for companies to meet the constantly evolving demands of modern business. With Talend, companies can easily scale their data infrastructure and rapidly adopt the latest technology innovations in cloud and big data. Talend's solutions support over 1500 global enterprise customers including Air France, GE, and Lenovo, across a range of industries. Talend has also been recognized as a leader in its field multiple times by leading analyst firms, as well as several industry and data trade publications including InfoWorld and SD Times. For more information, please visit [www.talend.com](http://www.talend.com) and follow us on Twitter: [@Talend](#).

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