



Talend Helps Office Depot Europe Deliver Trusted Data

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The Office Supplies and Office Services Provider Uses Talend Cloud to Power Better Analytics and Drive its Multi-Channel Customer Engagement Strategy

REDWOOD CITY, Calif., June 19, 2018 (GLOBE NEWSWIRE) -- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) data integration solutions, today announced Office Depot Europe, a business supplies and services provider, is using Talend Cloud to ingest data from its vast collection of operational systems, displacing siloed information repositories with a centralized enterprise data hub. Talend Data Integration and Data Quality capabilities enable Office Depot to improve e-commerce efficiency, while providing a better customer experience using predictive analytics in a more cost-effective and agile way.

Office Depot Europe sells everything from paper, pens and flip charts, to office furniture and computers, to customers located in 14 countries throughout Europe. Traditionally, Office Depot's European sales were primarily sourced through an offline, mail-order catalog model driven mainly by telemarketing activities. The company has since moved to a hybrid retail model, combining offline and online shopping, which required a data consolidation strategy that optimized the different channels and created a 360-degree customer view. Additionally, the company's myriad backend systems and disparate supply chain data collected from across Europe had become difficult to analyze. Using Talend Cloud, Office Depot gained greater confidence in the quality of its enterprise data, enabling faster responses to rapidly changing market dynamics.

"Talend helped us become a capability-led organization rather than application-led, allowing our team to use data to measure customer needs and competitive threats, which improves our business agility," said [Matt Steell](#), director of Information & Architecture at Office Depot. "With Talend we can ensure qualified, accurate information is delivered at the right time, empowering everyone from senior managers to business analysts to make better business decisions."

In migrating its solutions to Talend, Office Depot is also reducing instances of "shadow IT" by enabling business users to consume data as needed—without involving IT—and be self-sufficient. Using Talend's persona-based cloud applications, such as Talend Data Preparation, IT can allow business users to be more directly involved in data quality and stewardship activities to ensure data is trusted.

"Office Depot Europe is running a digital transformation project to improve internal processes and gain a competitive advantage," said Ciaran Dynes, SVP of Products, Talend. "We are proud to help Office Depot Europe turn data into a trusted asset to respond more efficiently to market trends."

For more information about how Talend is helping Office Depot create an enterprise-wide view of customers, operations or finances to improve business results, check out [this case study](#). Additional details on Talend Cloud and Talend's complete portfolio of solutions can be found at www.talend.com.

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About TalendTalend (Nasdaq: [TLND](#)), a leader in cloud integration solutions, liberates data from legacy infrastructure and puts more of the right data to work for your business, faster. Talend Cloud delivers a single platform for data integration across public, private, and hybrid cloud, as well as on-premises environments, and enables greater collaboration between IT and business teams. Combined with an open, native, and extensible architecture for rapidly embracing market innovations, Talend allows you to cost-effectively meet the demands of ever-increasing data volumes, users, and use cases.

Over 1,500 global enterprise customers have chosen Talend to put their data to work including GE, HP Inc., and Domino's. Talend has been recognized as a leader in its field by leading analyst firms and industry publications including Forbes, InfoWorld, and SD Times. For more information, please visit www.talend.com and follow us on Twitter: [@Talend](#).



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