



Clothing Retailer Popken Fashion Group Selects Talend and QuinScape to Support Omni-channel Distribution Strategy

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Central data hub based on Microsoft Azure and cloud APIs enables enhanced information sharing in real-time to improve business efficiency

REDWOOD CITY, Calif. and DORTMUND, Germany, Nov. 19, 2019 (GLOBE NEWSWIRE) -- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) data integration and data integrity, announced today that [Popken Fashion Group](#), an international, family-run fashion company specializing in plus-size fashion, uses Talend and expertise from [QuinScape](#) to optimize their omni-channel operational efficiency, increase revenue, and further improve internal processes.



With brands such as Ulla Popken, GINA LAURA, Studio Untold, and JP1880, the company employs more than 3,600 employees in over 30 countries. The retailer recently shifted its strategy to an omni-channel sales approach—selling its clothing through its 540 retail stores, franchises, an online store, mail-order catalog, and business-to-business partners such as Amazon.

Starting in 2017 with QuinScape, Popken decided to implement a data hub strategy that would enable it to connect systems and share information easily in an API environment. With Talend, data is distributed, transformed, and exchanged within seconds instead of hours or days, delivering a vast advantage in the highly competitive retail market where every second counts. The metadata-driven data hub infrastructure will be the backbone of growth for the company's entire business channel.

"It's absolutely necessary for our omni-channel strategy to interchange all of the inventory information between our stores, the main depot, the online shop, and our partners," said Stefan Rahner, head of software development, Popken Fashion Group. "Prior to Talend, this interchange took place once a day. Now with Talend we are able to interchange this information in near real-time. Additionally, because of its cloud integration capabilities, Talend will play a key role in supporting our long-term cloud strategy."

Speed matters in the competitive retail market where companies must respond quickly to changing conditions and distribution channels. The decision to move to the cloud enabled Popken Fashion Group to scale and better serve its business needs. The first step included the replacement of its existing ERP with Microsoft Dynamics 365 on the Microsoft Azure cloud platform. Other applications will move to the cloud in the coming months.

"Through our long-term partnership with Talend and proven expertise in application integration, Popken Fashion Group can now enable its customers to shop wherever they want while providing them with an optimum retail experience," said Dr. Gero Presser, CEO at QuinScape.

"The retail industry has become one of the most competitive markets in the world and long-established retailers continue to face a growing number of competitors as well as new demands around customer purchase experience," said Ciaran Dynes, senior vice president of products at Talend. "Together with QuinScape, we are proud to support Popken Fashion Group's cloud journey to enable a better and easier engagement with their customers."

Additional information on how Popken Fashion Group is using Talend can be found [here](#). For more information on other innovative customer use cases and Talend's entire portfolio of solutions, visit www.talend.com.

Like this story? Tweet this: [@Talend](#) and [@quinscape](#) support Popken Fashion Group's cloud journey to achieve better business results. Read the story <https://bit.ly/2AVUJIh>

About Popken Fashion Group

Popken Fashion Group is an internationally-operating, family-run fashion company specializing in plus size fashion. The collection of our four brands Ulla Popken, GINA LAURA, Studio Untold, and JP1880 are being sold in approximately 600 stores, as well as through our online shops with more than 3,600 employees in over 30 countries.

About QuinScape

QuinScape GmbH is an IT service provider focusing on data & analytics and custom-made solutions. QuinScape has been a Talend Partner since 2012 and is also a partner for complementary products such as Snowflake, databricks and RapidMiner. From the headquarters in Dortmund and a branch in Hanover around 170 IT experts work for Dax-30 enterprises, market leading companies and public institutions.

About Talend

Talend ([NASDAQ: TLND](#)), a leader in cloud data integration and data integrity, enables companies to transform by delivering trusted data at the speed

of business.

Talend Data Fabric offers a single suite of apps that shortens the time to trusted data by solving some of the most complex aspects of the data value chain. Users can collect data across systems, govern it to ensure proper use, transform it to new formats and improve quality, and share it with internal and external stakeholders.

Over 3,500 organizations across the globe choose Talend to rely on trusted data to make business decisions with confidence. 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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