



Agility

Our approach to delivering technology-based solutions

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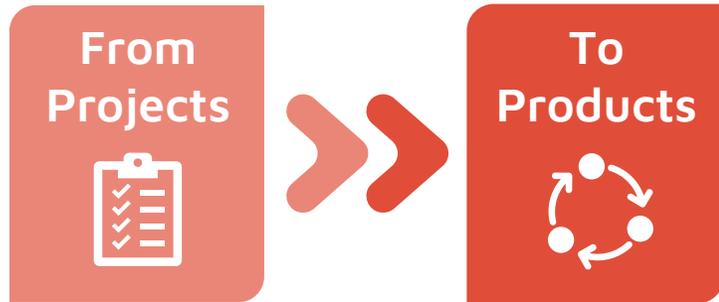
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We unlock speed and scale in cross functional teams working iteratively



A **product** is a continuing source of value for our customers and banners



Cross functional teams with customers at the heart

- Product, design, engineering and delivery together
- Teams solve problems together
- Build sustainable capability and ownership

Components & cloud to go faster

- Small components & real-time data
- Smaller changes made more frequently
- Cloud scales on demand as needed

Aligned outcomes delivered iteratively

- 'North Star' and OKRs (objectives and key results) methodology
- Prioritization based on customer & strategic value
- Iterative delivery

We power speed and choice across eight domains

<p>1 Browse & find products</p> <p>bloomreach opentext™ riversand™ monetate MARXENT Optimizely</p>	<p>2 Marketplace</p> <p>MIRAKL salesforce HYPERWALLET</p>	<p>3 Account, basket, checkout</p> <p>commercetools Platform Documentation TrustArc PingIdentity® ORACLE® AIRSHIP</p>	<p>4 Payment</p> <p>Google Pay Apple Pay TCS OmniStore™ PayPal 3XCB by Cofidis Payoneer</p>
<p>5 Order Management</p> <p>fluentcommerce</p>	<p>6 Picking, store orders & ops</p> <p>SAP DigitalColleague [Icon]</p>	<p>7 Fulfilment</p> <p>centiro Paragon METAPACK dpd</p>	<p>8 Data</p> <p>Databricks Collibra CONTENTSQUARE python™ Power BI braze Google Marketing Platform</p>

We power our banners with 'Lego bricks' of capability

MONOLITH

Front end



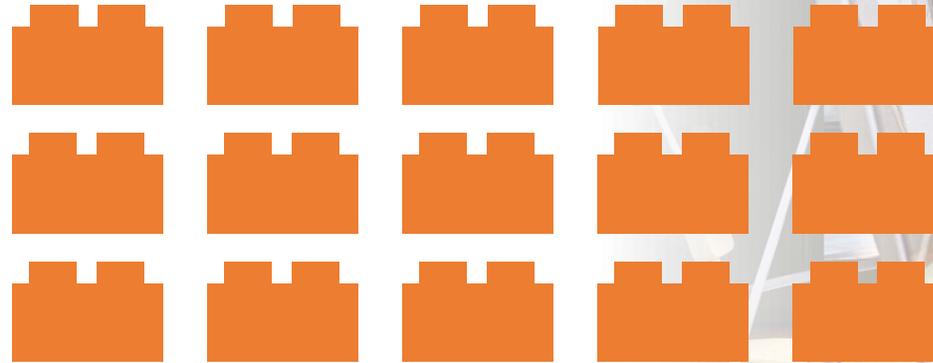
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COMPONENT CAPABILITY



Historic Channel/GAPI integration into front end



Integration layer



SAP

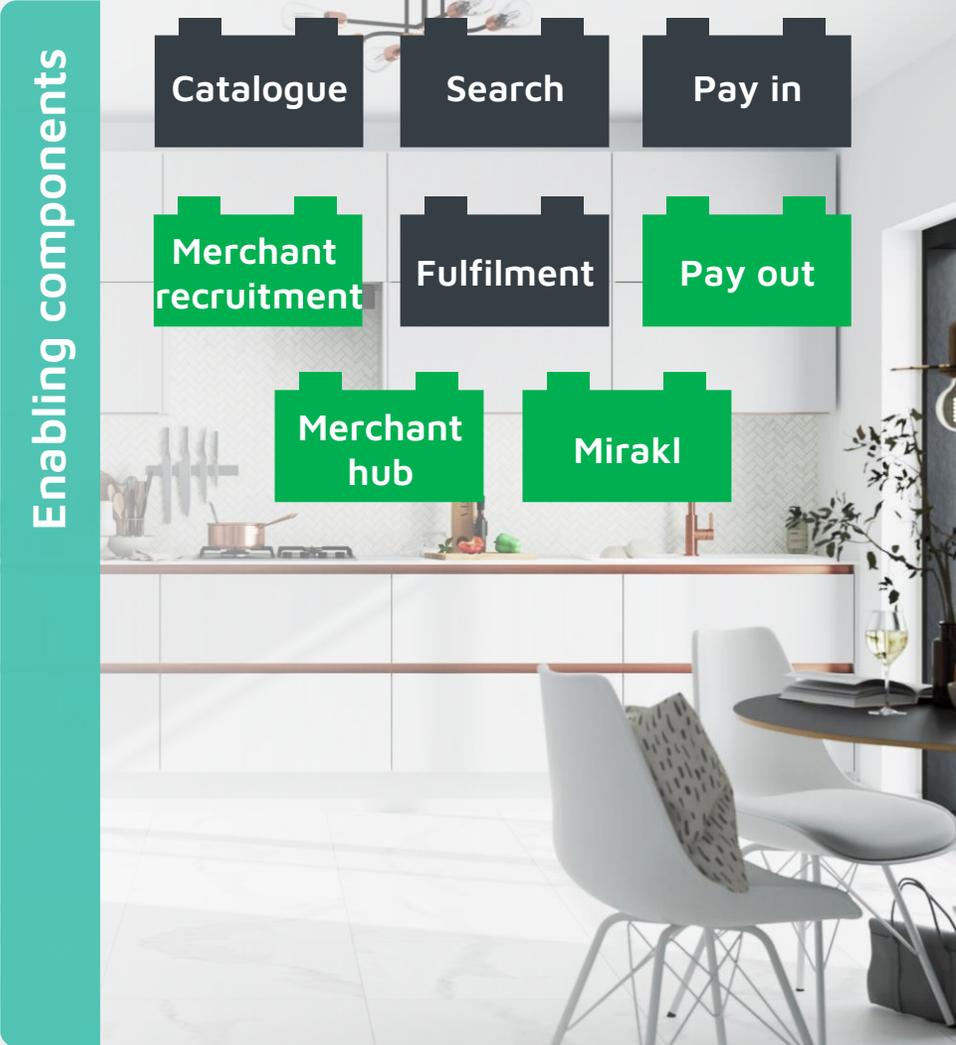
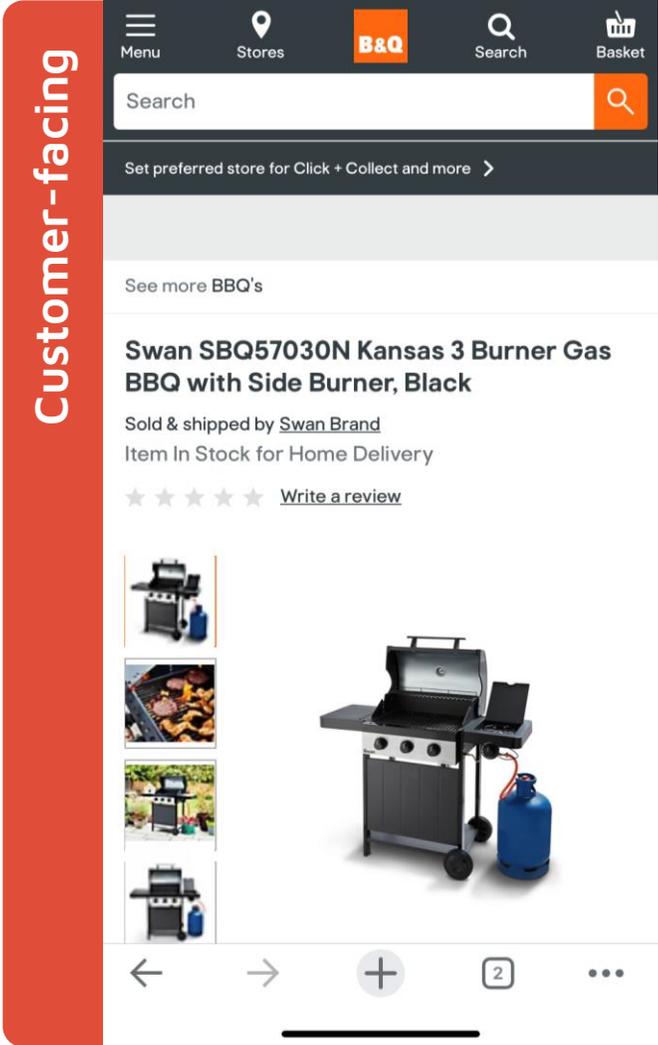


Benefits

- Reuse & flexibility across banners
- Multiple customer propositions
- Frequency of releases for smaller components
- Speed to market
- Reduced cost of change and risk
- Optimise within centres of excellence



New capability unlocked: enabling marketplace



A/B testing to drive value faster

Control: Store known

Menu Magasins Chercher Panier

Que recherchez-vous ?

Magasin préféré Castorama Vandoeuvre [Changer de magasin](#)

Drive 2h

Voir plus Parquet

Parquet massif M teck 4 frises verni marron
★★★★★ (12) [Donnez votre avis](#)

Voir articles similaires

69,95 € / M2
soit 100,73 € / botte

Payez en 4X sans frais avec **PayPal**. [En savoir plus](#)

Livraison à domicile
Saisissez votre code postal pour connaître la disponibilité du produit

Entrez votre code postal

Votre magasin préféré
Castorama Vandoeuvre
[Changer de magasin](#)

Drive 2h : gratuit
Disponible

En rayon dans mon magasin
Stock : 1 pièces

- 1 +



Test: Adds geolocation

Menu Magasins Chercher Panier

Que recherchez-vous ?

Magasin préféré Castorama Vandoeuvre [Changer de magasin](#)

Livraison petits colis offerte à partir de 50€. [Voir conditions.](#)

Voir plus Parquet

Parquet massif M teck 4 frises verni marron
★★★★★ (12) [Donnez votre avis](#)

Voir articles similaires

69,95 € / M2
soit 100,73 € / botte

Payez en 4X sans frais avec **PayPal**. [En savoir plus](#)

Livraison à domicile
Disponible pour 54370
[Changer le code postal](#)
Livré chez vous sous 5 jours ouvrés

Votre magasin préféré
Castorama Vandoeuvre
[Changer de magasin](#)

Drive 2h : gratuit
Disponible

En rayon dans mon magasin
Stock : 1 pièces

- 1 +

End result

Decreased errors

Increased add to basket and checkout

B&Q benefit
+£10.8k per day / +£3.9m p.a.

Castorama France benefit
+€8.7k per day / +€3.2m p.a.

Note: **A/B testing** is an experiment where two or more variants of a page are shown to users at random, and statistical analysis is used to determine which variation performs better for a given conversion goal



Prototyping increases speed to market of digital products

Scan and go
by
B&Q

The quicker way to shop

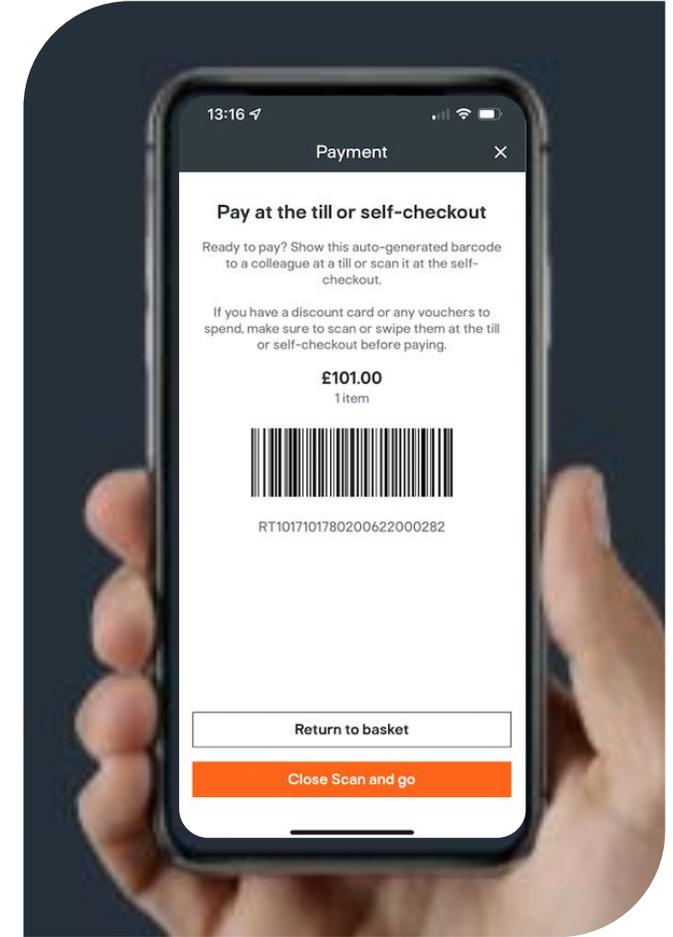
- 1 Download app or scan the QR code 
- 2 Scan items and place in trolley
- 3 Tap 'Pay' when you've finished shopping
- 4 Scan or show barcode at the checkout.

The best part? There's no need to unload your trolley.

Scan and go
by
B&Q

Available at this till

The quicker way to shop



We have significant opportunities through our investment in data

Data Powering Growth



>6m new identifiable customers
(+28% vs pre-pandemic)

Grow lifetime value through **loyalty**



Personalised, real-time
customer communications

Improved **media mix** and spend



Range harmonisation & optimisation

Space optimisation

Data Powering Profit



Smart markdowns and clearance

Promotions effectiveness

Supply chain visibility in real time
to optimise fulfilment and availability



Realtime **stock visibility**

Demand-led **stock optimisation** and
replenishment online & in stores



Data monetization creates new
sources of value