



# Putting Shadow IT in the Spotlight

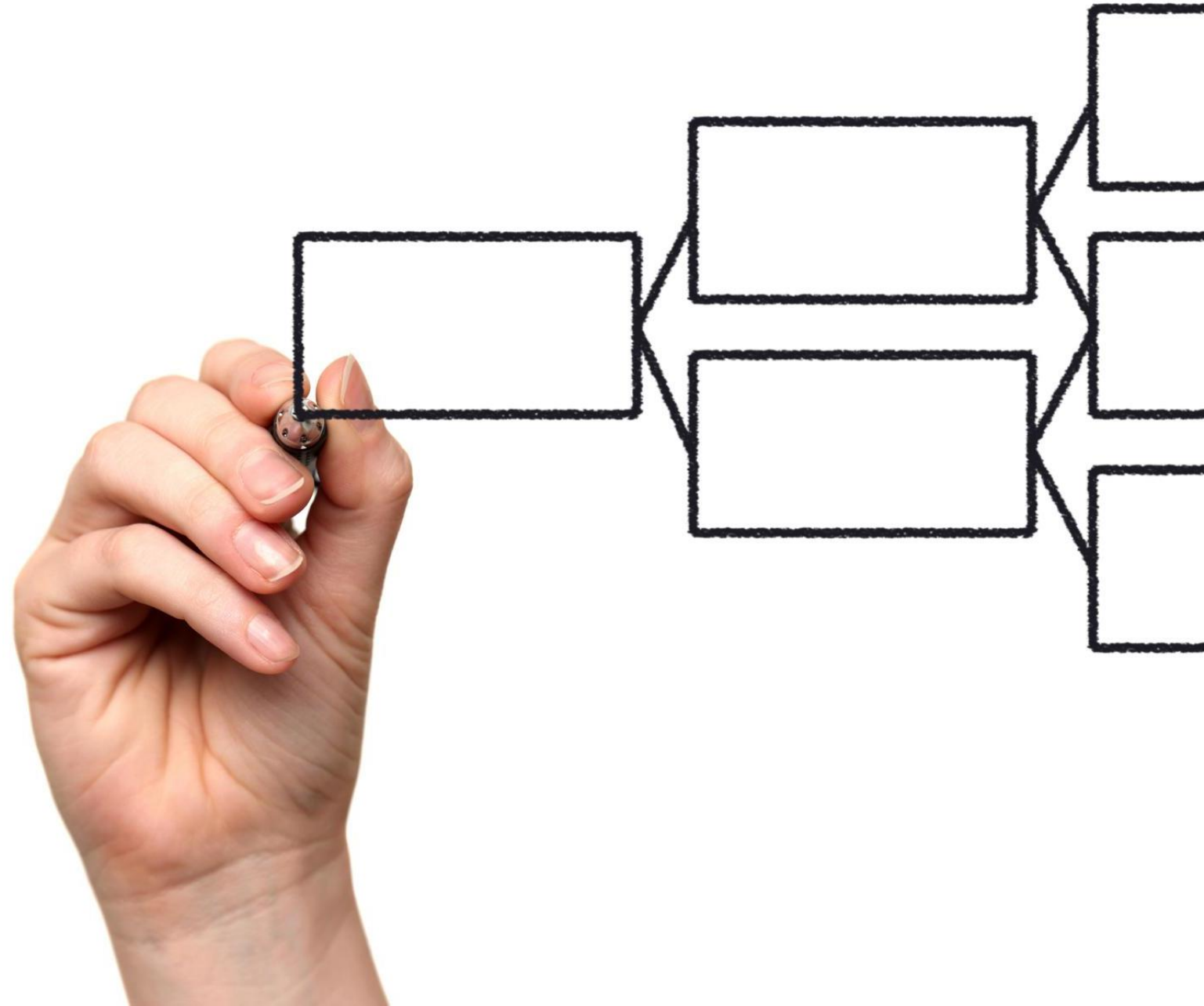
## Canadian Tire's Journey to Data-Driven Excellence

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# Agenda

- History of KNIME at CTC
- Bridging Business Needs and IT Timelines
- Case Studies and Examples
- Adoption of KNIME



# Canadian Tire Corporation

We Are Here to Make Life in Canada Better

Canadian Tire Corporation has been a proudly Canadian business since 1922. Guided by its brand purpose, "We are here to make life in Canada better," CTC has built an expansive national retail presence, exceptional customer brand trust and one of Canada's strongest workforces – employing, along with its local Dealers and franchisees, tens of thousands of Canadians.



# History of KNIME at CTC

## The Dark Ages

Mid-2010's, Promo and Network Performance hit the limits of MS Access

## Data Science and Data Lakes

KNIME + Hadoop Datalake enabled better analytics capabilities, KNIME Server decoupled work from laptops.

## KNIME-ification

Showcasing early successes led to increased adoption of KNIME. 2 teams using AP to 16 using Business Hub. 100+ members of user community.

## Clouds with Gold Linings

CTC's data environment is growing more complex but deadlines are shorter.







# Bridging Business Needs & IT Timelines

## Business Moves Fast

90% is good enough if it's ready tomorrow. If something breaks, it needs fixed yesterday. Marketing & Loyalty have to keep up with customer trends.

## IT Builds to Last

IT builds solid, recoverable, architected and scaled processes. But they can take quarters or years to build.

## KNIME Fills the Gap

We create cross-platform integrations quickly that let us move to next thing.

# The Spotlight on Shadow IT

## Filling Triangle's Data Needs

Triangle's loyalty program has nearly 12M members, over 54% of retail sales comes from them. We support growth and personalization by blending sales, inventory, digital visits, credit card spend, etc.

## Filling the Lake and Fishing for Insights

70 ETL workflows refreshing daily or weekly, with PII scrubbing and column-level encryption. Generate customer profiles with 1200+ attributes + event streaming data with over 21B interactions.

## Business Value

Literally incalculable. We couldn't do the work without it.

## Leading by Example

Grew from 2 teams to 16 by "getting it done" and showing others how. Individual contributors *want* to work better – and it makes their managers look great! 'Getting Started' documentation might be the key to our success.







# Building Better Than They Think

## Secret Stores

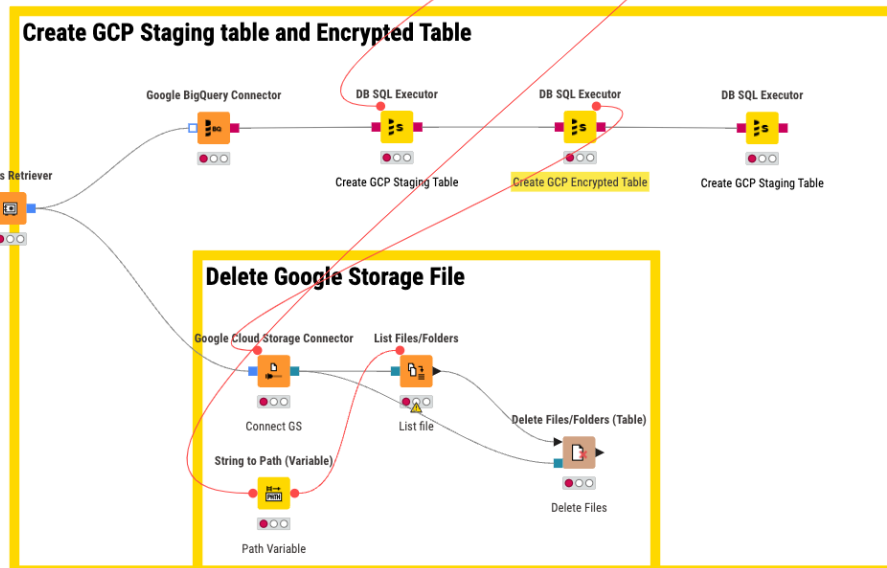
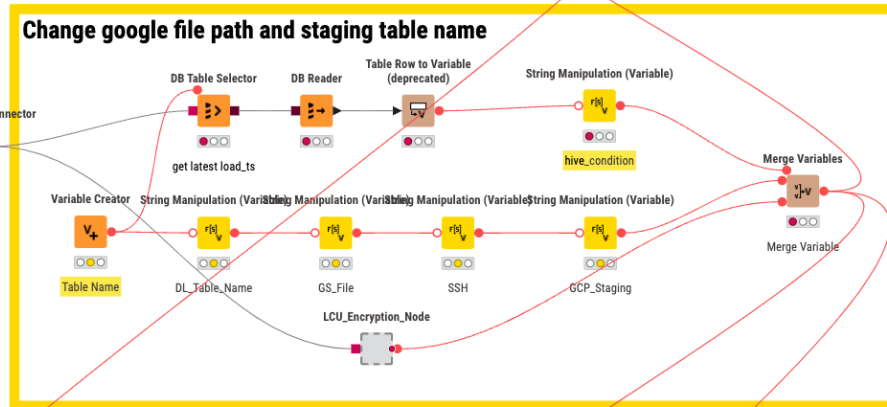
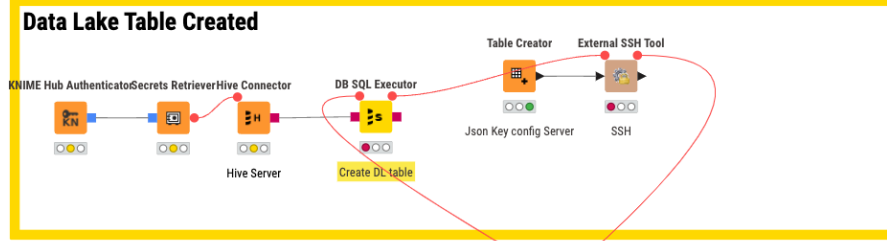
Probably the most boring feature in recent times. But sharing authentication capability without sharing authentication details lets me sleep better at night.

## Getting some REST

We've integrated KNIME with enterprise CI/CD pipelines, including automated deployments from code repos to restricted server spaces via API. Securely accessing vendor APIs unlocks functionality fast.

## Lasting Connections

Automating data flows with KNIME between systems reduces business risk due to vacations and career movement. It also lets us be more confident in the data because there's less room for error.









# Review Request Email Tactical Fix

## Trusted Reviews of Private Brands

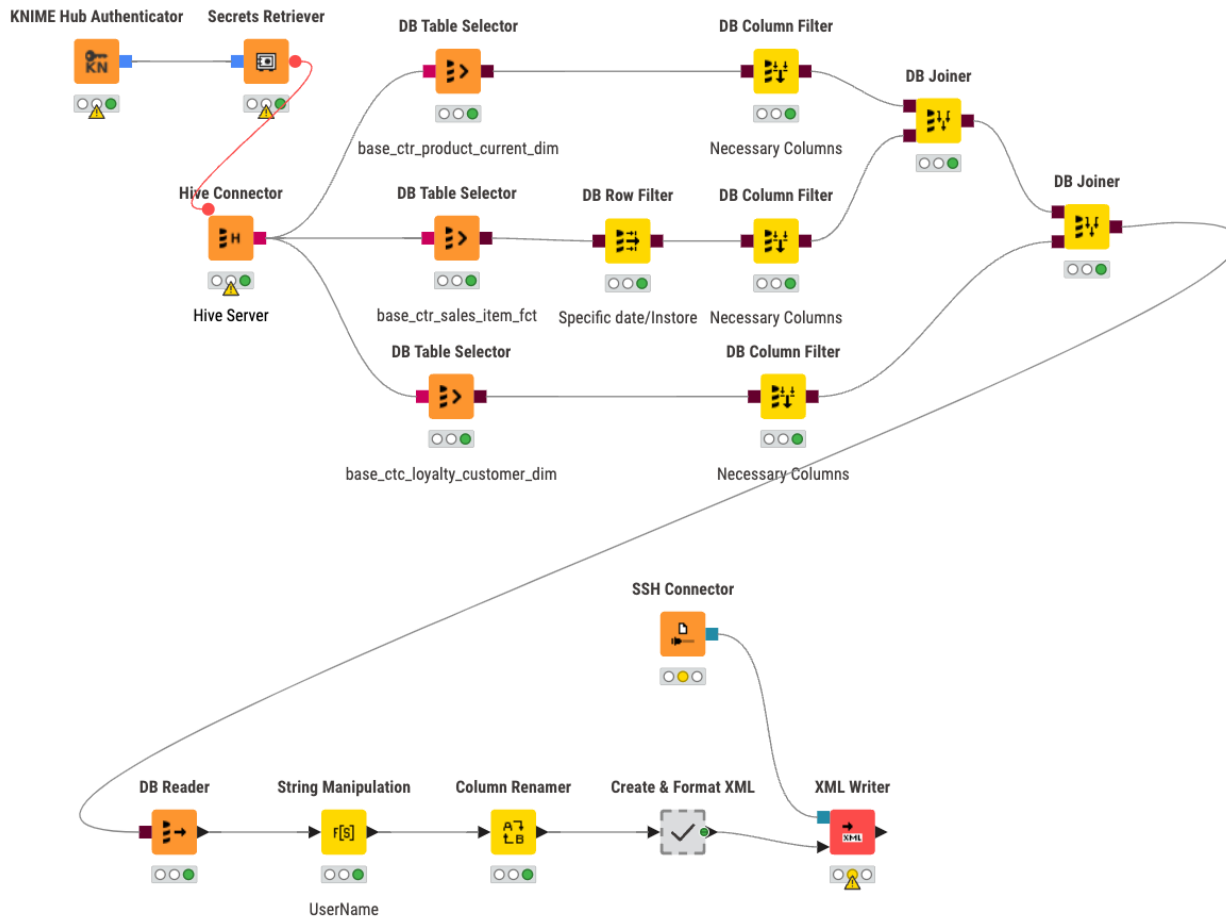
Customers are increasingly reliant on product reviews, especially for Private Brands.

## Timely Responses from Customers

An upstream system upgrade unexpectedly broke the IT Production job. Tactical fix to keep reviews flowing in until new job developed.

## Leveraging KNIME's Capabilities

KNIME let us quickly pull sales & customer data, reformat it to XML and drop it in a secure location for processing.





# Expanding User Base

## Continuous Demand for Existing Hub Licensing

Entitlement reviews consistently fill our current license allocation for 16 'long tenure' teams.

KNIME account partners are getting contacted by new teams.

## Mis-Assigned Tickets

Support tickets for KNIME AP get assigned to my team via the Corporate Helpdesk, meaning that CTC teams assume enterprise support.

45 mistaken Hub license requests

## Internal Training Document Stats

140 unique users and 1,500 pageviews in last year.

100+ members in internal user group



# Conclusion

## **Vital Asset for CTC**

KNIME has become a crucial tool for CTC, enhancing productivity and efficiency across various teams.

## **Bridging Business and IT**

KNIME effectively bridges the gap between business needs and IT timelines, ensuring smoother operations.

## **Growing Adoption**

The increasing adoption of KNIME among users demonstrates its value and relevance within the organization.

