



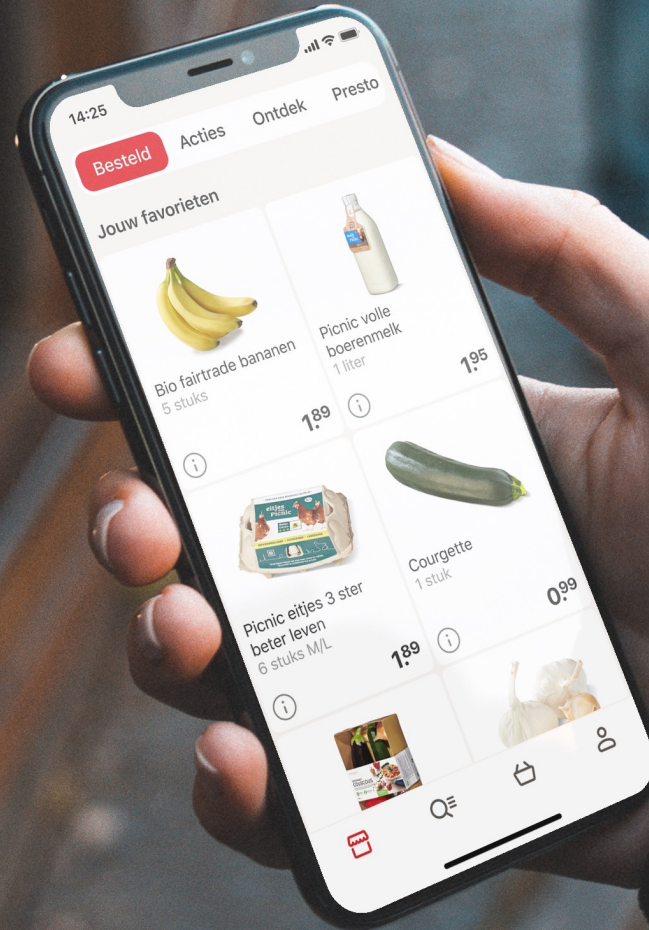
DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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in the event mobile app****

Revolutionizing Online Groceries with Master Data & Analytics







Iliana Iankoulova
Head of Data



Hidde Schwietert
Product Lead Master Data

Agenda

1 Picnic Intro

2 Tech @ Picnic

3 Master Data Management @ Picnic



20
Days
per year



912km
Trips to
Store



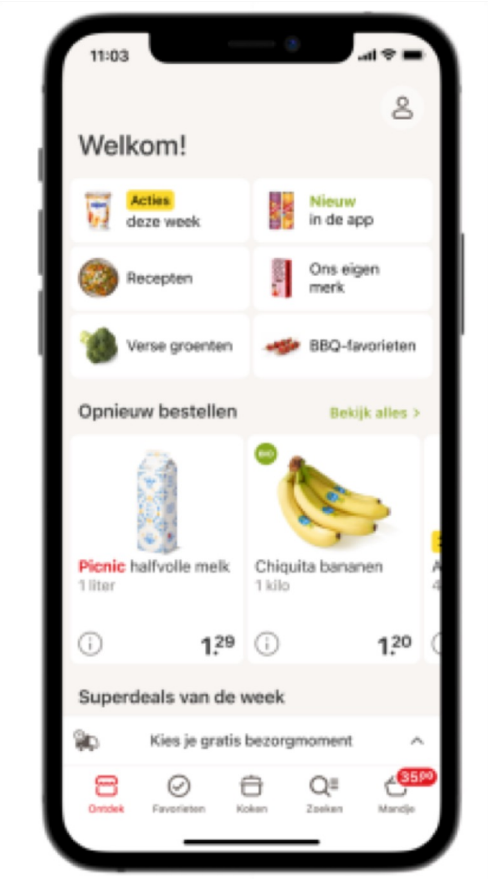
230kg
Waste per
person

Supermarket in your pocket

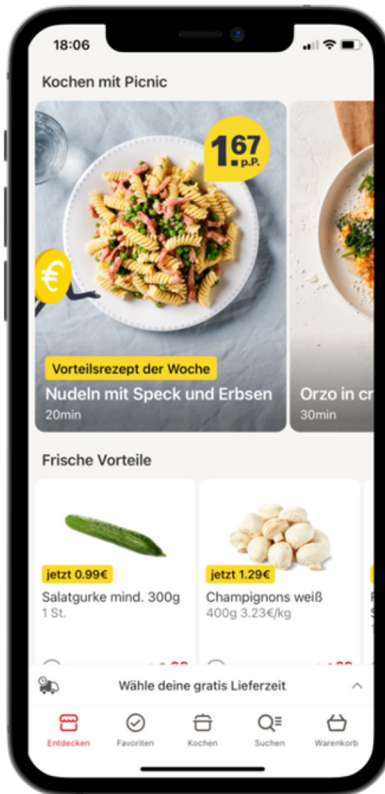
Picnic is the fastest growing online groceries store in Europe



Deals



Full range



Meals



The Modern milkman

Picnic is the fastest growing online groceries store in Europe

Original milkman



all the positives
of the original

Modern milkman



modern technology
with a human touch

Traditional supermarket



none of the
negatives of the
store

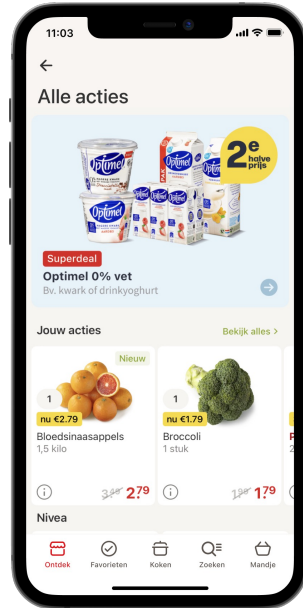
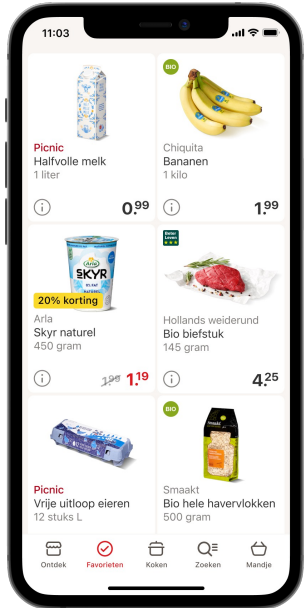
Smart, green & innovative

Picnic is the fastest growing online groceries store in Europe



Master data and tech power customer experience journeys

Picnic is the fastest growing online groceries store in Europe

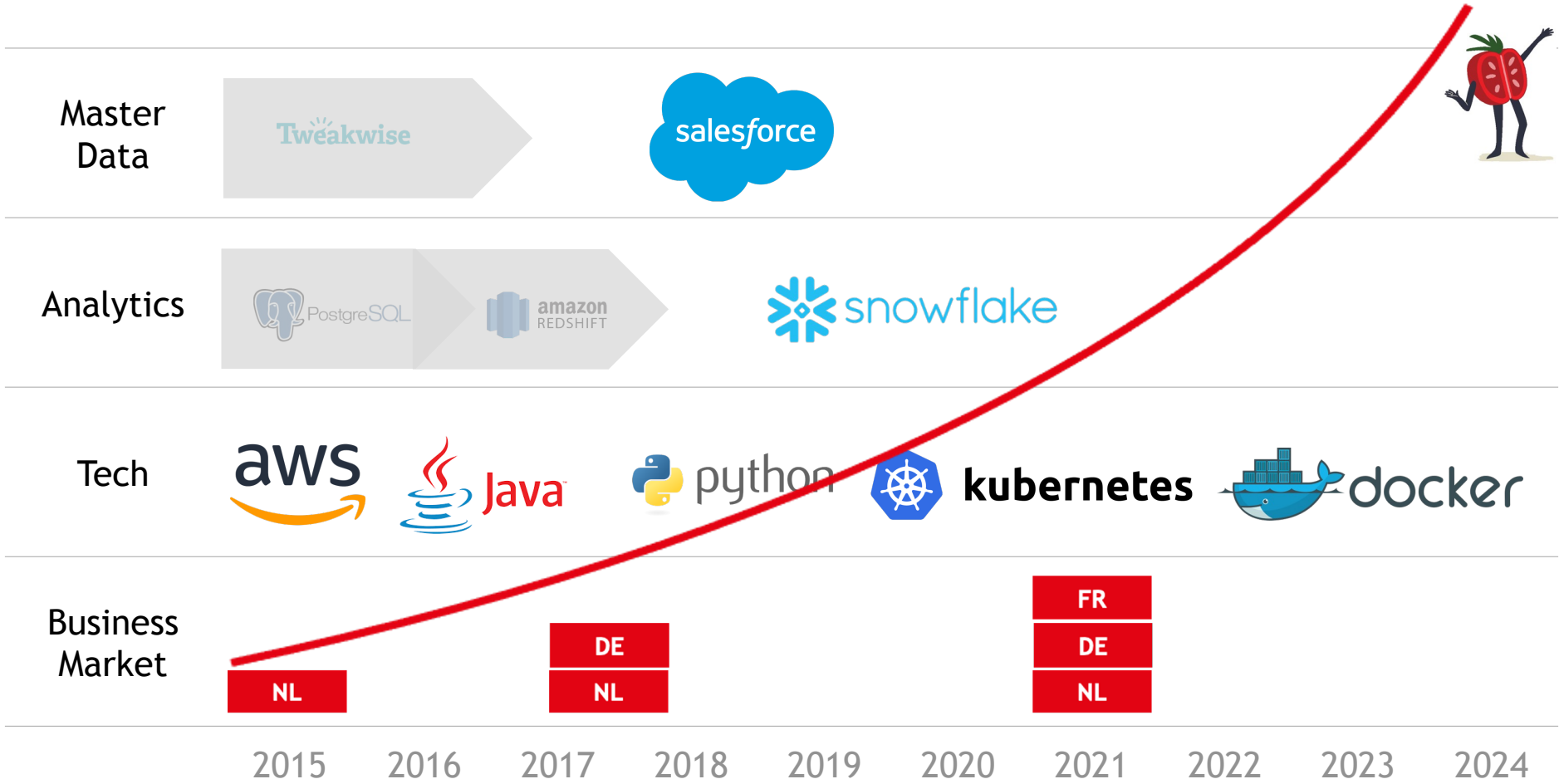


Agenda

1	Picnic Intro
2	Tech @ Picnic
3	Master Data Management @ Picnic

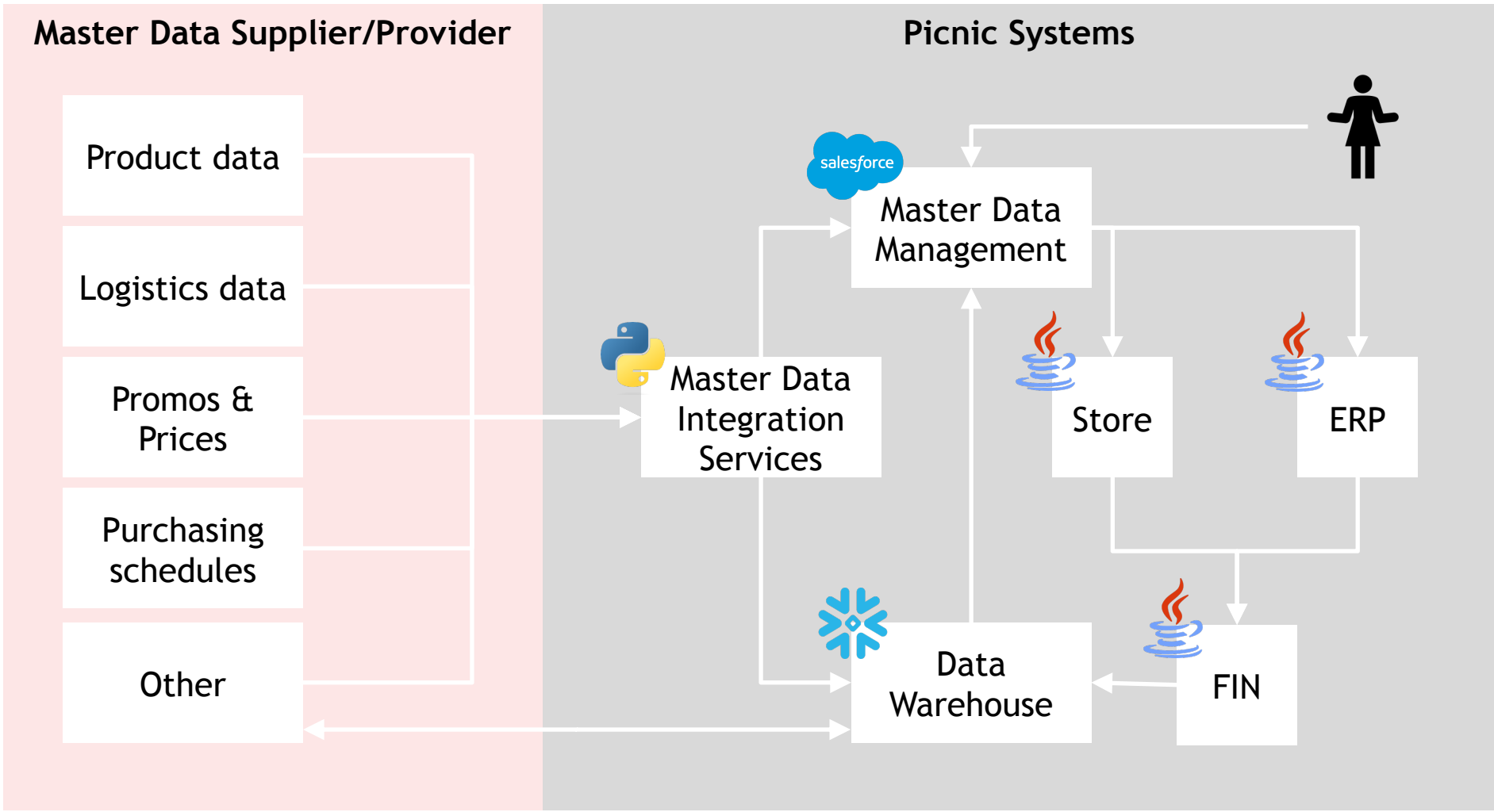
Modern tech stack enables rapid business growth

Operating in three countries, from zero to €1.2 billion in revenue



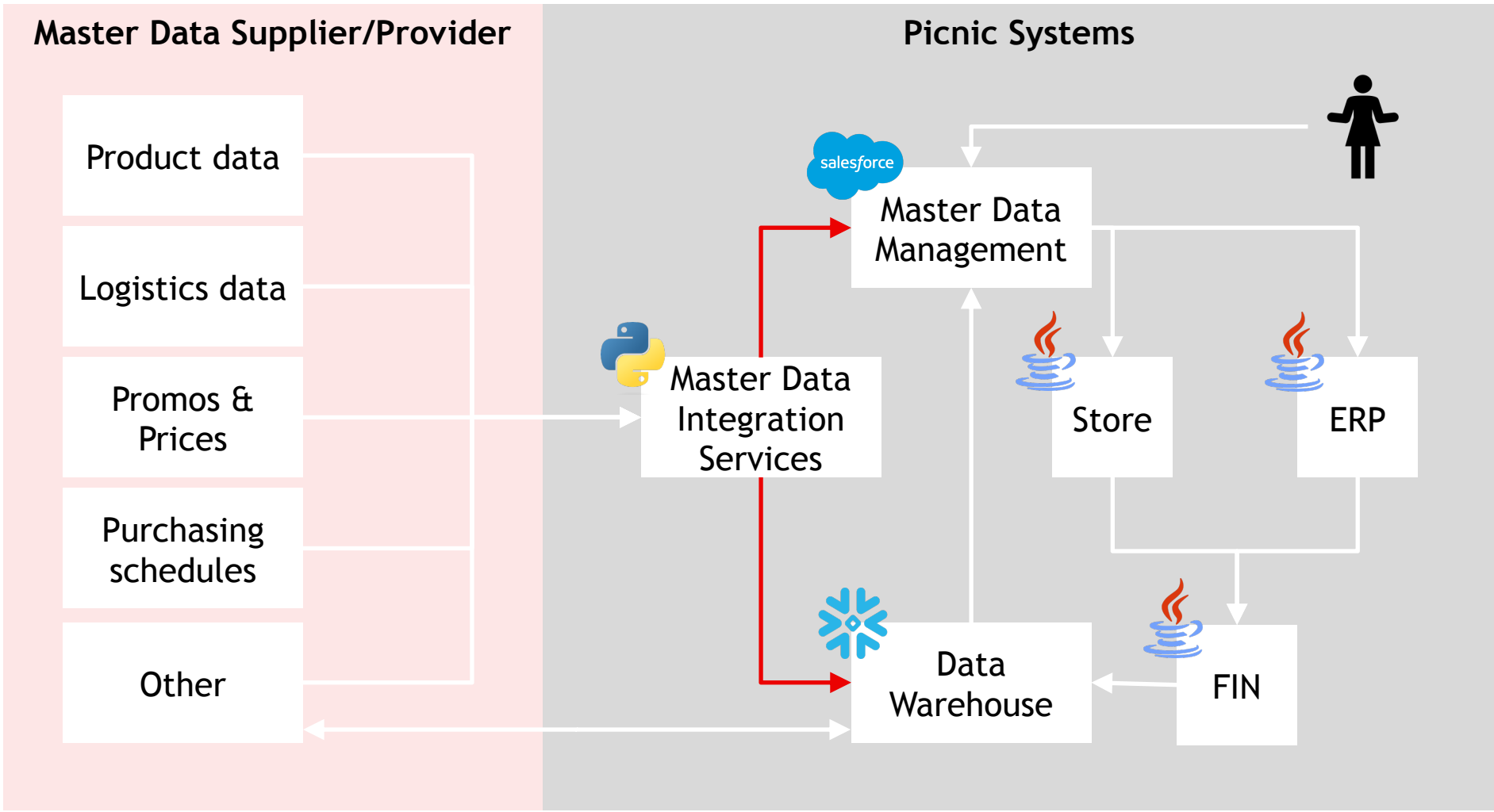
Blend of in-house and cloud solutions unlock quick supplier onboarding

Dozens of new feature released every week



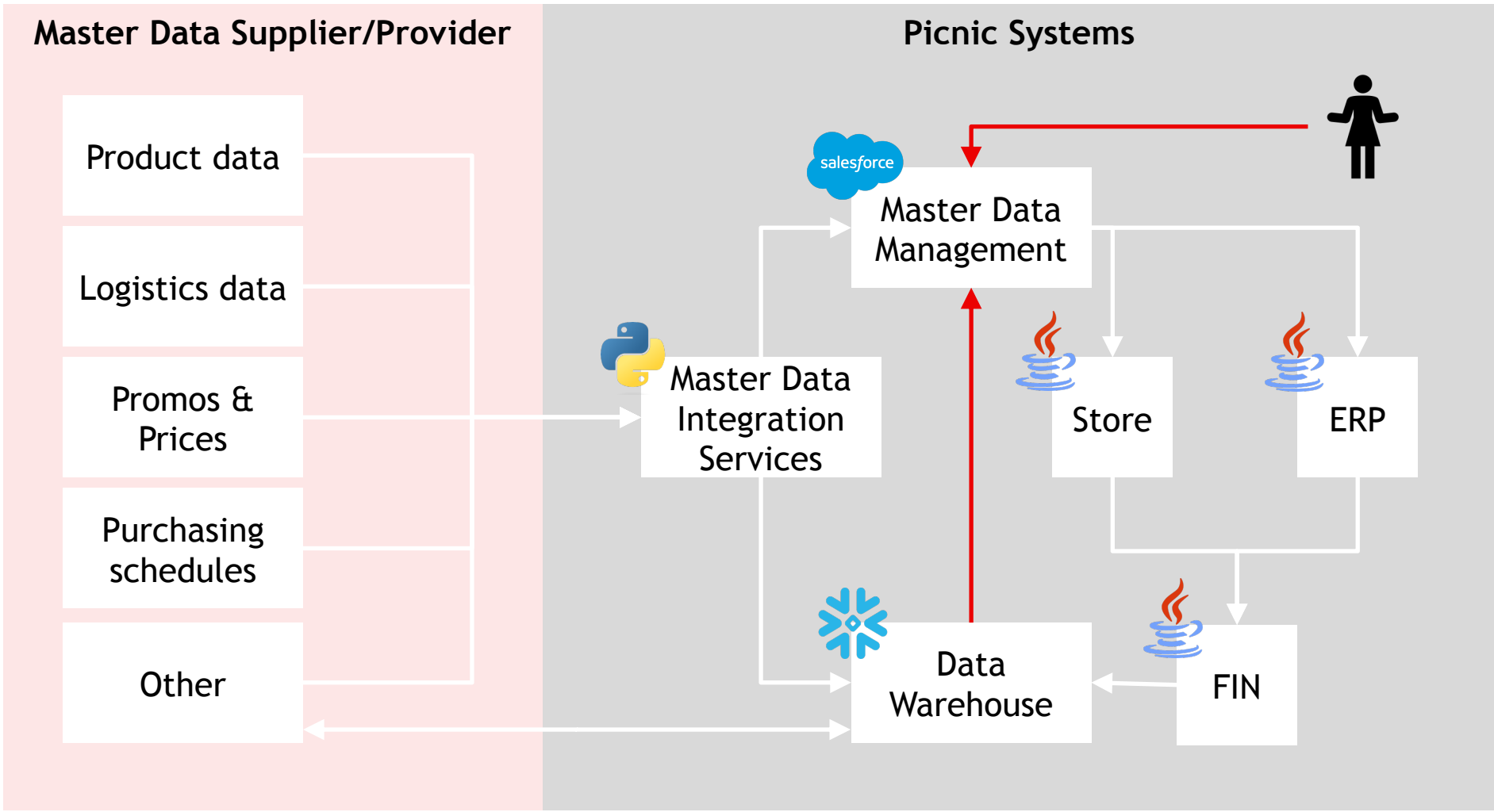
Real-time analytics accelerate master data value creation

Master Data value multiplier #1



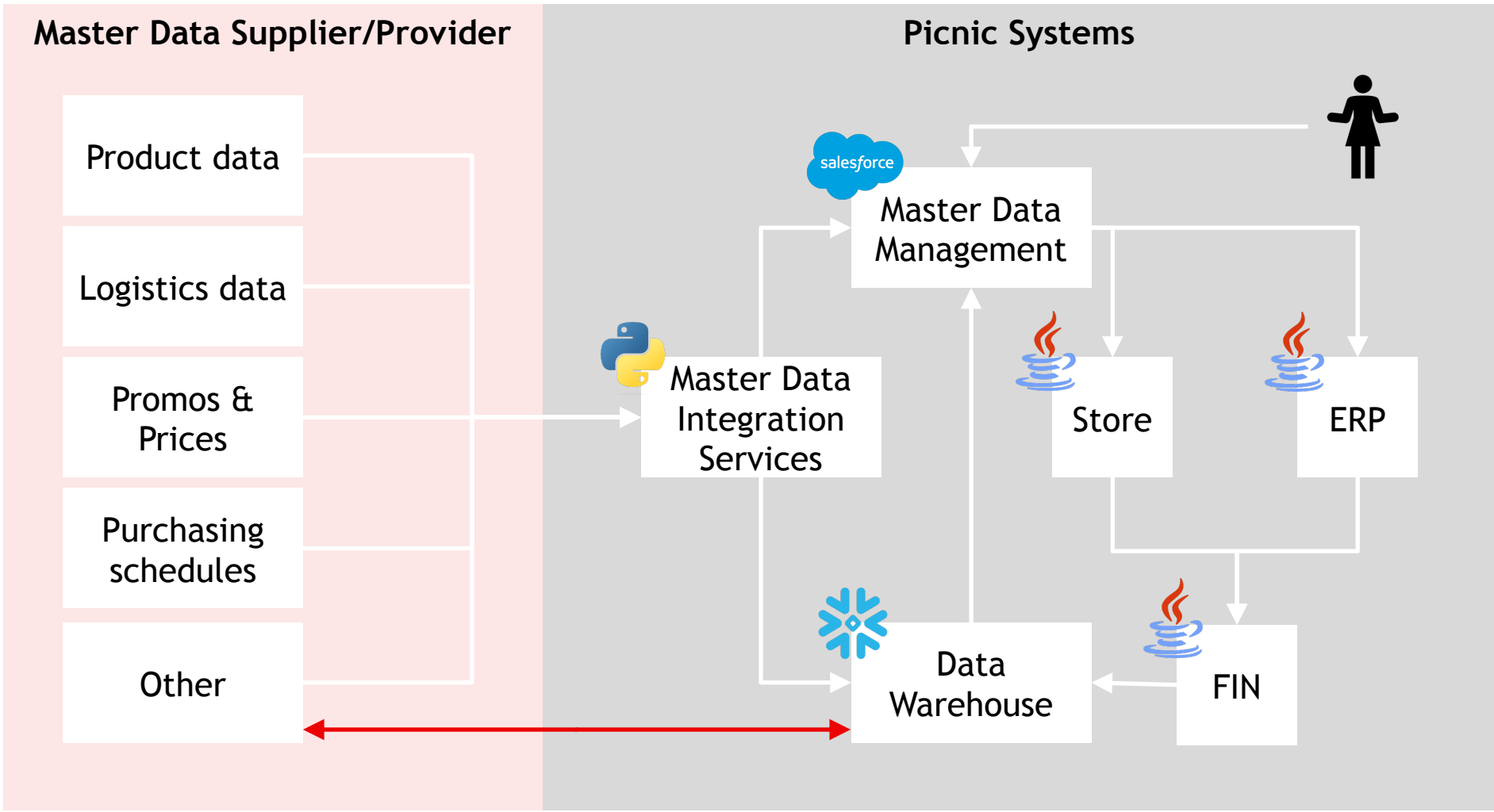
Single stop shop for master data governance enriched with analytics context

Master Data value multiplier #2



Feedback loops with suppliers & data providers improve quality of service

Master Data value multiplier #3



Agenda

1	Picnic Intro
2	Tech @ Picnic
3	Master Data Management @ Picnic

Agenda

Picnic Intro

Tech @ Picnic

3

Master Data Management @ Picnic

Why

How

What

Agenda

Picnic Intro

Tech @ Picnic

3

Master Data Management @ Picnic

Why - MDM as a Product

How

What

Product vision

Organize information to:



1) Enable the **best customer experience**



2) Enable **operational excellence**

Product vision

Organize information to:



1) Enable the **best customer experience**

Convenience | Value | Service | ...



2) Enable **operational excellence**

Efficiency | Quality | Zero waste | ...

Product vision

Organize information to:



1) Enable the best customer experience

Convenience | Value | Service | ...



2) Enable operational excellence

Efficiency | Quality | Zero waste | ...

MDM is foundational for the success of our business

Agenda

Picnic Intro

Tech @ Picnic

3

Master Data Management @ Picnic

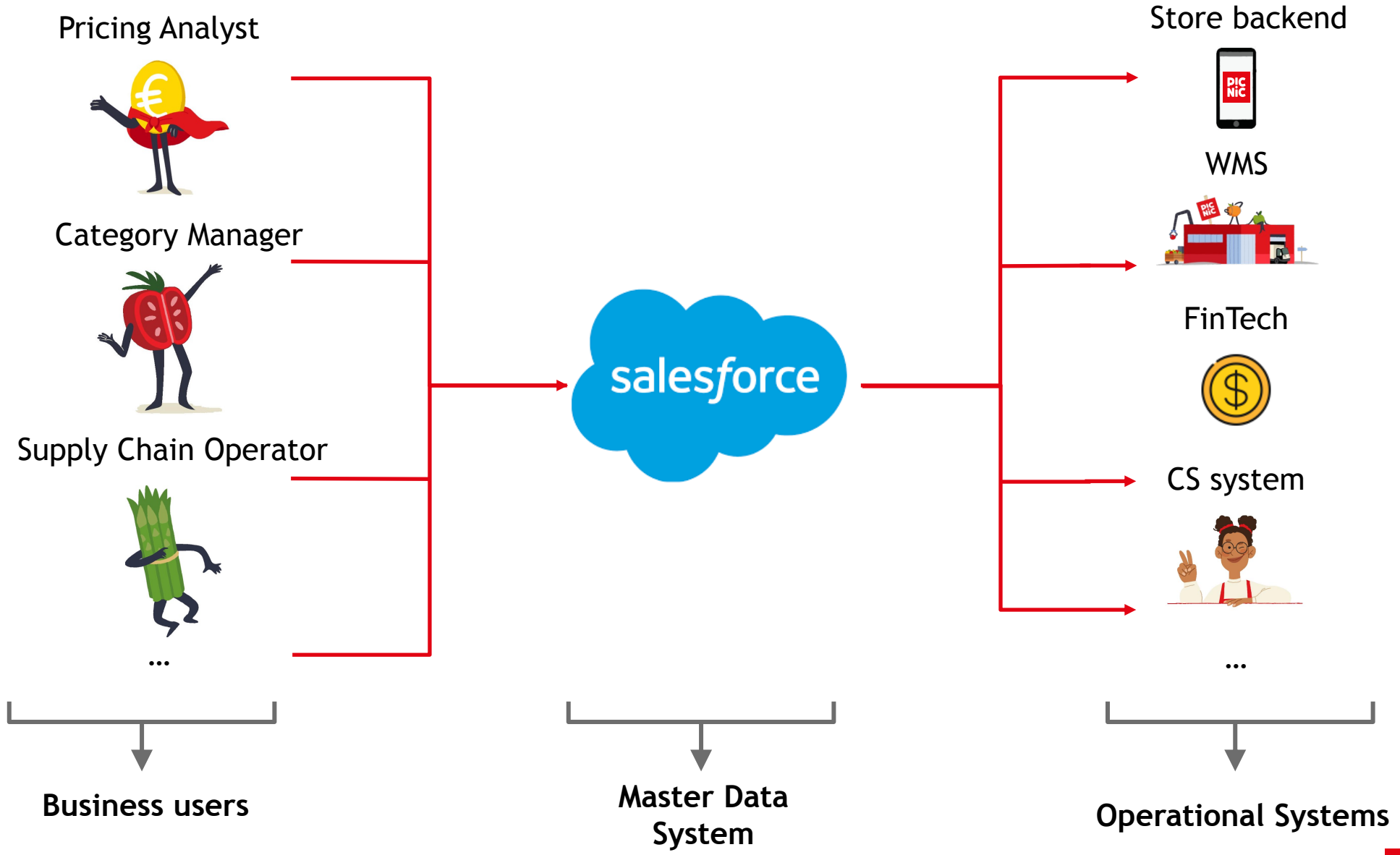
Why

How - MDM tech setup

What

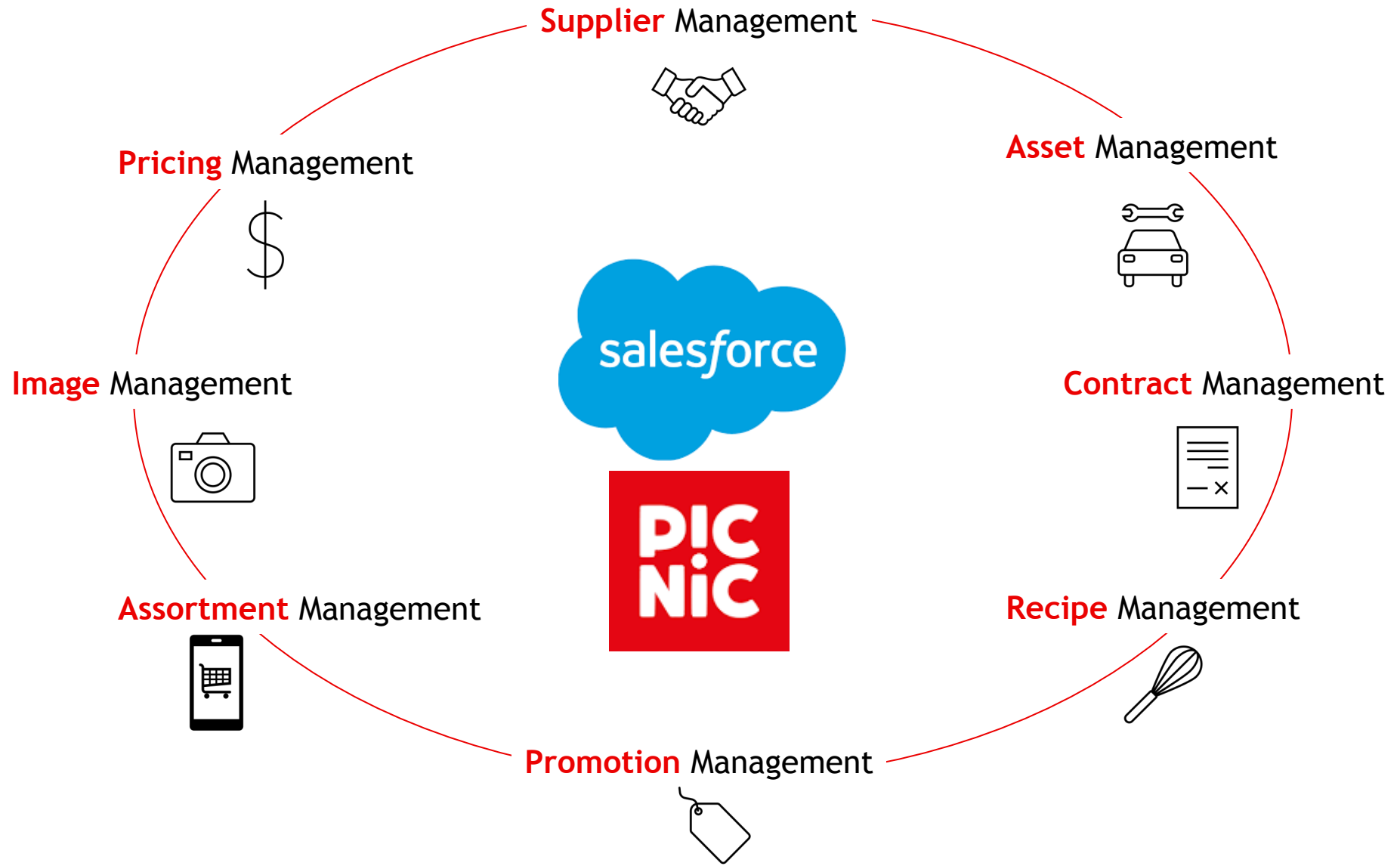
All product information managed in Salesforce

One source of truth for operational systems



Powering many related business processes in one environment

One source of truth for operational systems



Agenda

Picnic Intro

Tech @ Picnic

3

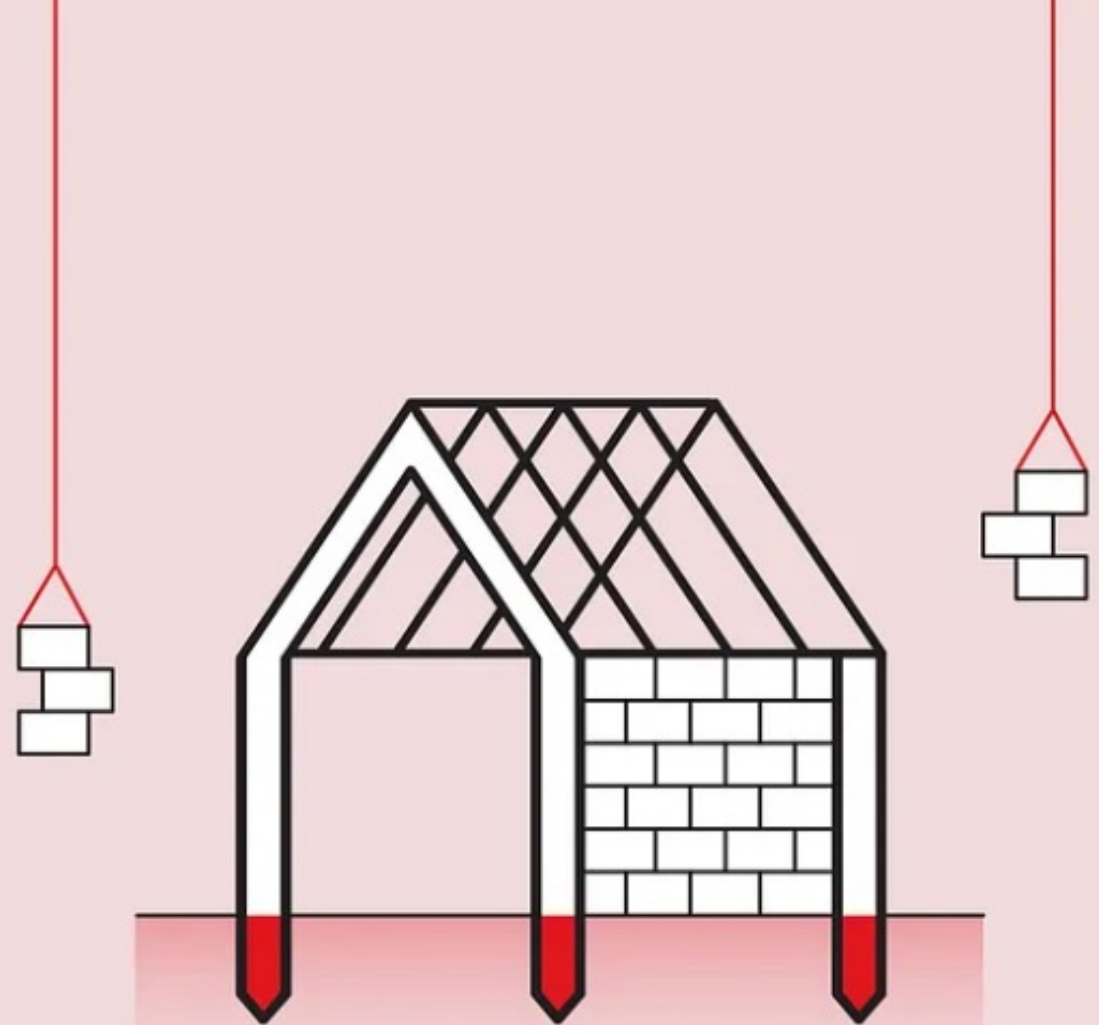
Master Data Management @ Picnic

Why

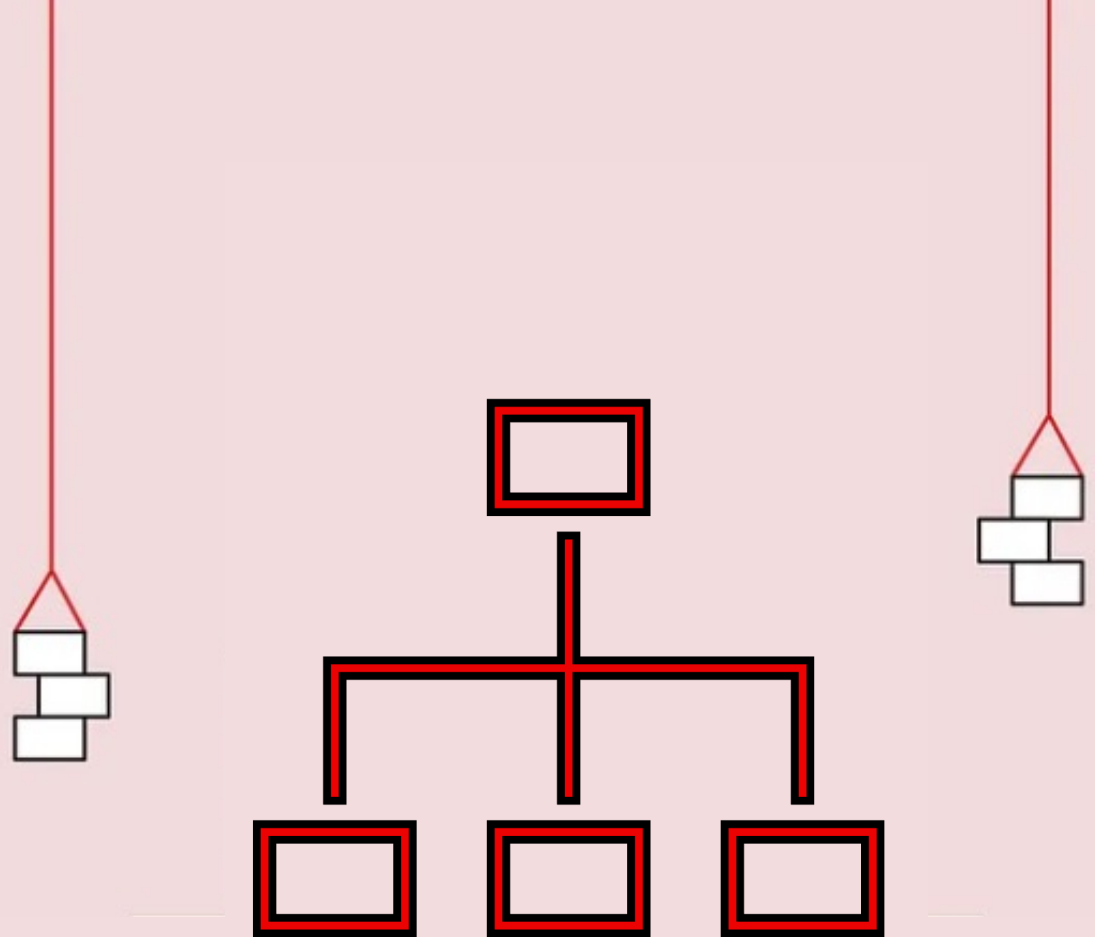
How

What - our approach to MDM

The analogy of building a house

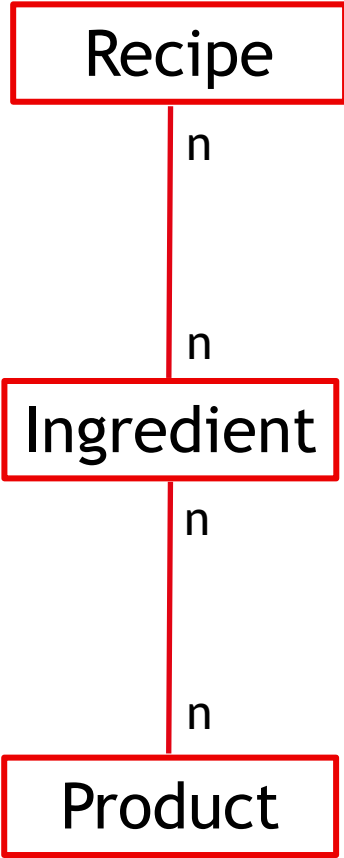


Start with a strong foundation



Our Recipe Data Model

Simplified



Koken met Picnic

🔍 Zoek op ingrediënt of recept



Nieuw deze week



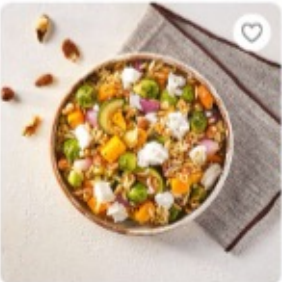
Zoete-aardappelfrittata met spinazie
40 min · 4 personen
8,82 p.p.



Linguine met groen asperges en spek
20 min · 4 personen
8,65 p.p.

Jouw weekmenu

[Wijzig >](#)



Orzo met geroosterde groenten en geitenkaas
30 min · 4 personen
3,19 p.p.

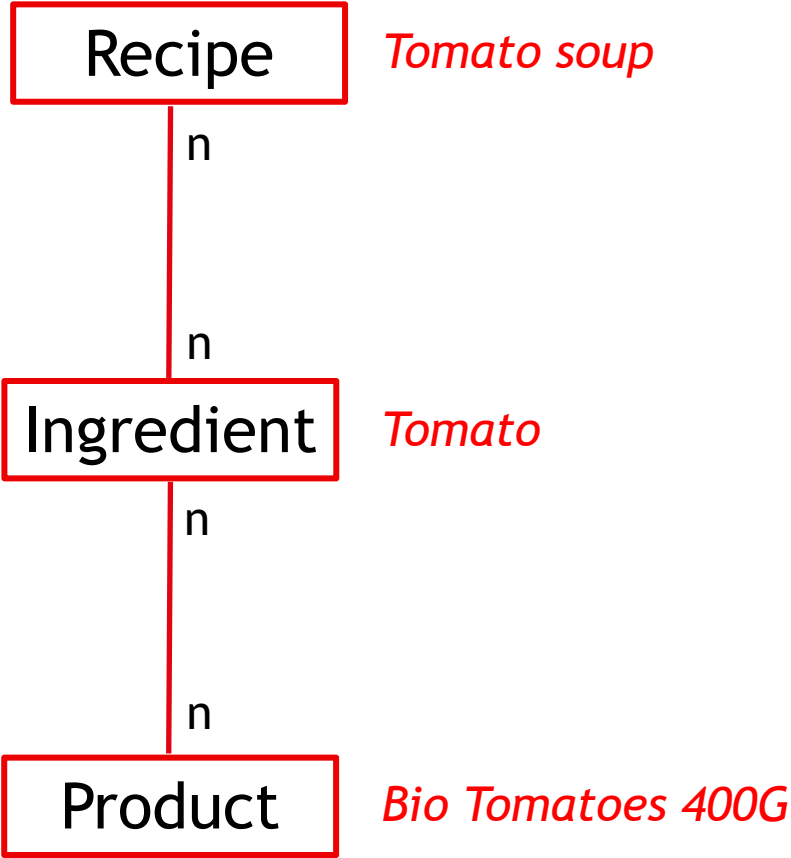


Massaman-curry met aardappel
30 min · 4 personen
4,42 p.p.



Our Recipe Data Model

Examples





Koken met Picnic

🔍 Zoek op ingrediënt of recept

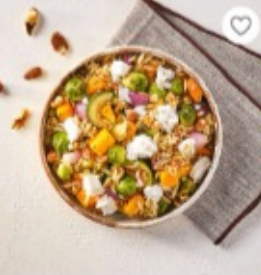
Picnic's receptenboek  Mijn recepten 

Nieuw deze week

 <p>Nieuw</p> <p>Zoete-aardappelfrittata met spinazie 40 min · 4 personen 8,82 p.p.</p>	 <p>Nieuw</p> <p>Linguine met groen asperges en spek 20 min · 4 personen 8,65 p.p.</p>
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Jouw weekmenu

[Wijzig >](#)

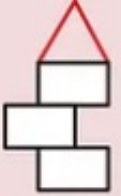
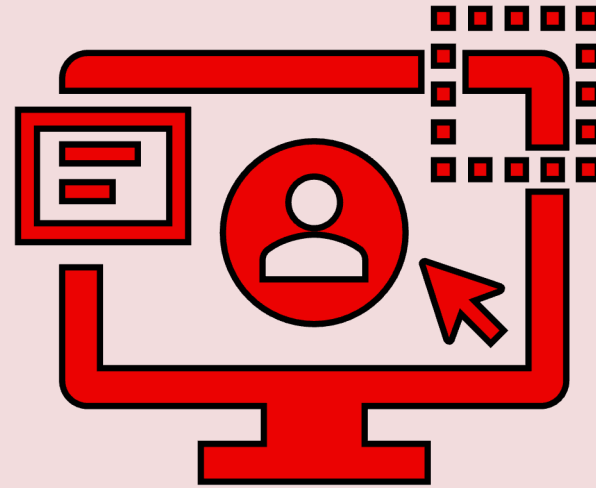
 <p>Orzo met geroosterde groenten en geitenkaas 30 min · 4 personen 3,19 p.p.</p>	 <p>Massaman-curry m aardappel 30 min · 4 personen 4,42 p.p.</p>
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Navigating trade-offs



User Experience



Recipe Management App

Illustration

Recipe Traditionelles Pad Thai

Edit Clone Delete

Record Details

Name: Traditionelles Pad Thai

Description: Mit etwas Limettensaft ein frischer Genuss aus Thailand

Recipe Id: 6596bdaa643e5677c5abcaf1

Markdown Preview

Description: Mit etwas Limettensaft ein frischer Genuss aus Thailand

Visibility

Recipe Status: Draft

New Recipe Status:

New Status Change Date:

Store Page Visibility:

Preparation

Preparation Time in Minutes:

Recipe Ingredients (10+)

10+ items • Sorted by Ingredient Type • Updated 2 minutes ago

Name	Order	Ingredient	Quantity p...	Quantity Unit of...	Ingredie...
RI-00000218	1	Glasnudeln			Core
RI-00000219	3	Mungobohnenkeimlinge	1.00	Jar	Core
RI-00000220	4	Fischsoße	2.00	Tablespoon	Core
RI-00000221	5	Sojasoße	3.00	Tablespoon	Core
RI-00000222	6	Hähnchenbrustfilet	1.00	Pack	Core
RI-00000223	7	Eier			Core
RI-00000224	8	Limetten			Core
RI-00000225	9	Erdnüsse	1.00	Handfull	Core
RI-00000251	2	Lauchzwiebeln	4.00	Rod	Core
RI-00000226	10	Garnelen			Variation

[View All](#)

Instructions (7)

7 items • Updated 2 minutes ago

Name	Order	Type	Body
RI-00000117	1	Step	**350 - 400 g Hähnchenbrustfilet** in Würfel schneiden. **1 Limett...
RI-00000118	2	Step	**250 g Glasnudeln** nach den Anweisungen auf der Verpackung z...
RI-00000119	3	Step	Die **2 Eier** in eine kleine Schüssel geben und mit einer Gabel ver...
RI-00000120	4	Step	Nun die Sauce zubereiten: Die Hälfte des Limettensaft, **2 EL Fisch...
RI-00000121	5	Step	Die Soße in die Wokpfanne gießen und auch die Reisnudeln, den grü...



Easy navigation between different "apps"

The screenshot shows a web application interface for recipe management. At the top, there is a navigation bar with a search box and several menu items: "Recipe Management" (highlighted with a red box), "Recipes", "Recipe Ingredients", "Ingredients", "Ingredient Articles", "Recipe Instructions", "Products", "Taxonomy", "Images", "Image Links", and "Reports".

The main content area is divided into several sections:

- Record Details:** Shows the name "Traditionelles Pad Thai", description "Mit etwas Limettensaft ein frischer Genuss aus Thailand", and recipe ID "6596bdaa643e5677c5abcaf1".
- Markdown Preview:** Shows the description "Mit etwas Limettensaft ein frischer Genuss aus Thailand".
- Visibility:** Shows the recipe status "Draft", new recipe status, new status change date, and store page visibility.
- Preparation:** Shows the preparation time in minutes.
- Recipe Ingredients (10+):** A table listing ingredients with columns for Name, Order, Ingredient, Quantity, and Unit. The ingredients listed are: Glasnudeln, Mungobohnenkeimlinge, Fischsoße, Sojasoße, Hähnchenbrustfilet, Eier, Limetten, Erdnüsse, Lauchzwiebeln, and Garnelen.
- Instructions (7):** A table listing instructions with columns for Name, Order, Type, and Body. The instructions listed are: "350 - 400 g Hähnchenbrustfilet** in Würfel schneiden.", "250 g Glasnudeln** nach den Anweisungen auf der Verpackung z...", "2 Eier** in eine kleine Schüssel geben und mit einer Gabel ver...", "die Sauce zubereiten: Die Hälfte des Limettensaft, **2 EL Fisch...", and "die Soße in die Wokpfanne gießen und auch die Reisnudeln, den grü..."



Quick access to key objects

Recipe Management ★ + 🗑️ ? ⚙️ 🔔 👤

Recipes ▾ Recipe Ingredients ▾ Ingredients ▾ Ingredient Articles ▾ Recipe Instructions ▾ Products ▾ Taxonomy ▾ Images ▾ Image Links ▾ Reports ▾

Recipe Traditionelles Pad Thai

Edit Clone Delete

Record Details

Name
Traditionelles Pad Thai

Description ⓘ
Mit etwas Limettensaft ein frischer Genuss aus Thailand

Recipe Id ⓘ
6596bdaa643e5677c5abcaf1

Markdown Preview

Description
Mit etwas Limettensaft ein frischer Genuss aus Thailand

Visibility

Recipe Status ⓘ
Draft

New Recipe Status ⓘ

New Status Change Date ⓘ

Store Page Visibility ⓘ

Preparation

Preparation Time in Minutes ⓘ

Recipe Ingredients (10+)

10+ items • Sorted by Ingredient Type • Updated 2 minutes ago

<input type="checkbox"/>	Name	Order	Ingredient	Quantity p...	Quantity Unit of...	Ingredie...
<input type="checkbox"/>	RI-00000218	1	Glasnudeln			Core
<input type="checkbox"/>	RI-00000219	3	Mungobohnenkeimlinge	1.00	Jar	Core
<input type="checkbox"/>	RI-00000220	4	Fischsoße	2.00	Tablespoon	Core
<input type="checkbox"/>	RI-00000221	5	Sojasoße	3.00	Tablespoon	Core
<input type="checkbox"/>	RI-00000222	6	Hähnchenbrustfilet	1.00	Pack	Core
<input type="checkbox"/>	RI-00000223	7	Eier			Core
<input type="checkbox"/>	RI-00000224	8	Limetten			Core
<input type="checkbox"/>	RI-00000225	9	Erdnüsse	1.00	Handfull	Core
<input type="checkbox"/>	RI-00000251	2	Lauchzwiebeln	4.00	Rod	Core
<input type="checkbox"/>	RI-00000226	10	Garnelen			Variation

[View All](#)

Instructions (7)

7 items • Updated 2 minutes ago

<input type="checkbox"/>	Name	Order	Type	Body
<input type="checkbox"/>	RI-0000117	1	Step	**350 - 400 g Hähnchenbrustfilet** in Würfel schneiden. **1 Limett...
<input type="checkbox"/>	RI-0000118	2	Step	**250 g Glasnudeln** nach den Anweisungen auf der Verpackung z...
<input type="checkbox"/>	RI-0000119	3	Step	Die **2 Eier** in eine kleine Schüssel geben und mit einer Gabel ver...
<input type="checkbox"/>	RI-0000120	4	Step	Nun die Sauce zubereiten: Die Hälfte des Limettensaft, **2 EL Fisch...
<input type="checkbox"/>	RI-0000121	5	Step	Die Soße in die Wokpfanne gießen und auch die Reisnudeln, den grü...



Record details...

Recipe Traditionelles Pad Thai

Edit Clone Delete

Record Details

Name
Traditionelles Pad Thai

Description
Mit etwas Limettensaft ein frischer Genuss aus Thailand

Recipe Id
6596bdaa643e5677c5abcaf1

Markdown Preview

Description
Mit etwas Limettensaft ein frischer Genuss aus Thailand

Visibility

Recipe Status
Draft

New Recipe Status

New Status Change Date

Store Page Visibility

Preparation

Preparation Time in Minutes

Recipe Ingredients (10+)

10+ items • Sorted by Ingredient Type • Updated 2 minutes ago

<input type="checkbox"/>	Name	Order	Ingredient	Quantity p...	Quantity Unit of...	Ingredie...
<input type="checkbox"/>	RI-00000218	1	Glasnudeln			Core
<input type="checkbox"/>	RI-00000219	3	Mungobohnenkeimlinge	1.00	Jar	Core
<input type="checkbox"/>	RI-00000220	4	Fischsoße	2.00	Tablespoon	Core
<input type="checkbox"/>	RI-00000221	5	Sojasoße	3.00	Tablespoon	Core
<input type="checkbox"/>	RI-00000222	6	Hähnchenbrustfilet	1.00	Pack	Core
<input type="checkbox"/>	RI-00000223	7	Eier			Core
<input type="checkbox"/>	RI-00000224	8	Limetten			Core
<input type="checkbox"/>	RI-00000225	9	Erdnüsse	1.00	Handfull	Core
<input type="checkbox"/>	RI-00000251	2	Lauchzwiebeln	4.00	Rod	Core
<input type="checkbox"/>	RI-00000226	10	Garnelen			Variation

[View All](#)

Instructions (7)

7 items • Updated 2 minutes ago

<input type="checkbox"/>	Name	Order	Type	Body
<input type="checkbox"/>	RI-0000117	1	Step	**350 - 400 g Hähnchenbrustfilet** in Würfel schneiden. **1 Limett...
<input type="checkbox"/>	RI-0000118	2	Step	**250 g Glasnudeln** nach den Anweisungen auf der Verpackung z...
<input type="checkbox"/>	RI-0000119	3	Step	Die **2 Eier** in eine kleine Schüssel geben und mit einer Gabel ver...
<input type="checkbox"/>	RI-0000120	4	Step	Nun die Sauce zubereiten: Die Hälfte des Limettensaft, **2 EL Fisch...
<input type="checkbox"/>	RI-0000121	5	Step	Die Soße in die Wokpfanne gießen und auch die Reisnudeln, den grü...



... and related records details in one view

Recipe Management

Q Search...

★ + 🔍 ? ⚙️ 🔔 👤

Recipe Management

Recipes

Recipe Ingredients

Ingredients

Ingredient Articles

Recipe Instructions

Products

Taxonomy

Images

Image Links

Reports

Recipe

Traditionelles Pad Thai

Edit Clone Delete

Record Details

Name
Traditionelles Pad Thai ✎

Description ⓘ
Mit etwas Limettensaft ein frischer Genuss aus Thailand ✎

Recipe Id ⓘ
6596bdaa643e5677c5abcaf1 ✎

Markdown Preview

Description
Mit etwas Limettensaft ein frischer Genuss aus Thailand

Visibility

Recipe Status ⓘ
Draft ✎

New Recipe Status ⓘ ✎

New Status Change Date ⓘ ✎

Store Page Visibility ⓘ ✎

Preparation

Preparation Time in Minutes ⓘ

Recipe Ingredients (10+)

⚙️ 🔄 New

10+ items • Sorted by Ingredient Type • Updated 2 minutes ago

	<input type="checkbox"/>	Name	Order	Ingredient	Quantity p...	Quantity Unit of...	Ingredie...
1	<input type="checkbox"/>	RI-00000218	1	Glasnudeln			Core
2	<input type="checkbox"/>	RI-00000219	3	Mungobohnenkeimlinge	1.00	Jar	Core
3	<input type="checkbox"/>	RI-00000220	4	Fischsoße	2.00	Tablespoon	Core
4	<input type="checkbox"/>	RI-00000221	5	Sojasoße	3.00	Tablespoon	Core
5	<input type="checkbox"/>	RI-00000222	6	Hähnchenbrustfilet	1.00	Pack	Core
6	<input type="checkbox"/>	RI-00000223	7	Eier			Core
7	<input type="checkbox"/>	RI-00000224	8	Limetten			Core
8	<input type="checkbox"/>	RI-00000225	9	Erdnüsse	1.00	Handfull	Core
9	<input type="checkbox"/>	RI-00000251	2	Lauchzwiebeln	4.00	Rod	Core
10	<input type="checkbox"/>	RI-00000226	10	Garnelen			Variation

[View All](#)

Instructions (7)

⚙️ 🔄 New

7 items • Updated 2 minutes ago

	<input type="checkbox"/>	Name	Order	Type	Body
1	<input type="checkbox"/>	RI-0000117	1	Step	**350 - 400 g Hähnchenbrustfilet** in Würfel schneiden. **1 Limett...
2	<input type="checkbox"/>	RI-0000118	2	Step	**250 g Glasnudeln** nach den Anweisungen auf der Verpackung z...
3	<input type="checkbox"/>	RI-0000119	3	Step	Die **2 Eier** in eine kleine Schüssel geben und mit einer Gabel ver...
4	<input type="checkbox"/>	RI-0000120	4	Step	Nun die Sauce zubereiten: Die Hälfte des Limettensaft, **2 EL Fisch...
5	<input type="checkbox"/>	RI-0000121	5	Step	Die Soße in die Wokpfanne gießen und auch die Reisnudeln, den grü...



Customizable action buttons

Recipe Traditionelles Pad Thai

Edit Clone Delete

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Recipe Id: 6596bdaa643e5677c5abcaf1

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Preparation Time in Minutes:

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RI-00000220	4	Fischsoße	2.00	Tablespoon	Core
RI-00000221	5	Sojasoße	3.00	Tablespoon	Core
RI-00000222	6	Hähnchenbrustfilet	1.00	Pack	Core
RI-00000223	7	Eier			Core
RI-00000224	8	Limetten			Core
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RI-00000226	10	Garnelen			Variation

[View All](#)

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RI-0000121	5	Step	Die Soße in die Wokpfanne gießen und auch die Reisnudeln, den grü...



Bring analytics and MDM together

Enabling informed decision making in one environment

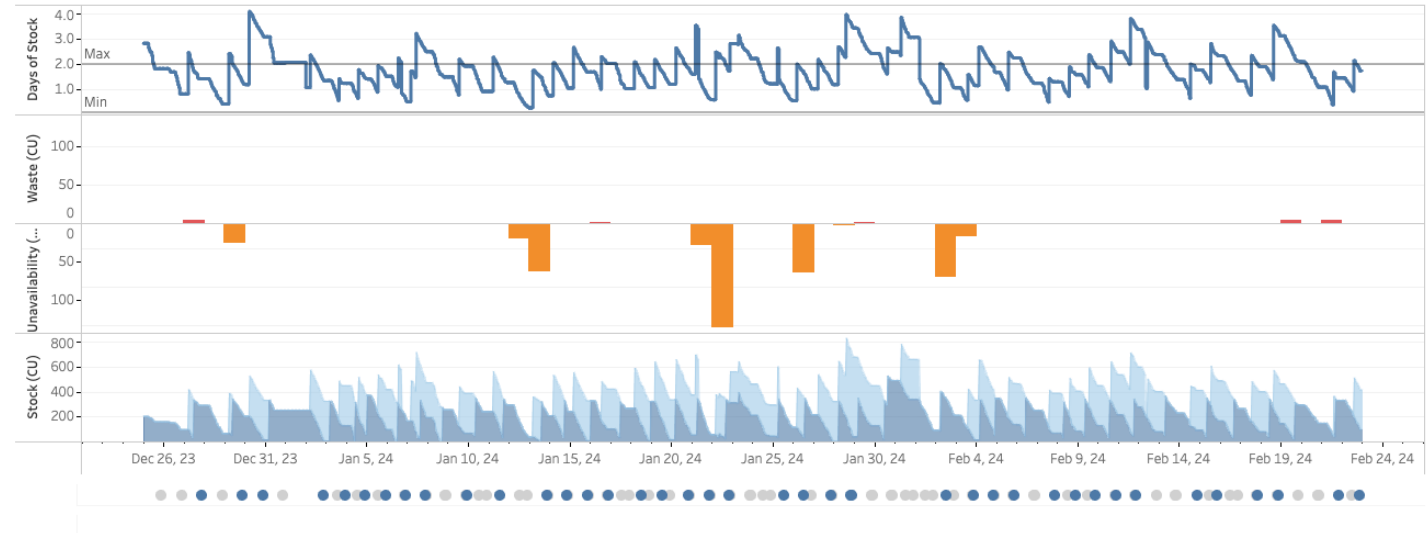
Asset
FCA-90006048

[Edit](#) [Retrieve WMS Information](#) [Retrieve Active Trade Unit](#) [View Asset Hierarchy](#)

Reporting Assortment Status: In
 Supply Chain Ready: ●
 In Store:
 WMS Registration: PD
 Stock Snapshot: 276
 Safety Stock: 2

Days Of Stock

Days of Stock History: FCA-90006048



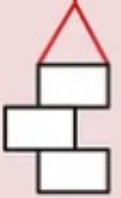
Warehouse_article: FCA-90006048

Date: Last 61 days

Stream: AGF
 Category: Fruit
 Supplier: Smeding
 Order group: smeding-zp
 Order strat: JIT
 Shelf life: 2
 CU/TU: 8
 Latest asst. status: In
 Art. in store: yes
 Last added to store: 2018-05-21
 Safety stock: 2 CU
 Art. is gift: no
 Art. in bundle: no



Maintenance and development



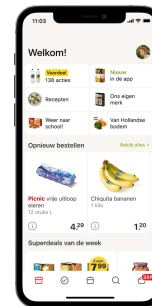
Key takeaways

- Build best customer experience with data and modern tech
- Utilize analytics as master data value multiplier
- Lay the right foundations with extensible data model
- Align MDM, analytics and data science strategies





Any
Questions?



Building the best milkman on earth
serving millions of families





DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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