H&M links with Google Cloud to boost customer experience, internal functions

By Sandra Halliday - 1 July 2022

Fresh from delivering its latest results this week, on Thursday H&M had another big announcement with the debut of a new partnership with Google Cloud.

The latter will collaborate with the Swedish fashion retail giant to develop an “enterprise data backbone including a core data platform, data product, and advanced artificial intelligence (AI) and machine learning (ML) capabilities”.

This will also include “the establishment of a new data mesh to further make all types of data and events accessible from multiple sources including in-store, online, its brands ecosystem and suppliers”.

The aim is to boost a wide number of functions via a range of Google Cloud’s products and services.

As the partnership develops, we should therefore see “increased optimisation of internal supply chains, as well as next-generation customer experiences across a variety of sales channels, from physical stores to e-commerce”.

The retail giant’s chief technology officer Alan Boehme said it “has a long history of innovation across all our brands and always wants to build meaningful relationships with our customers. We are now further accelerating digitalisation as we believe in sustainable growth powered by advanced analytics and tech. Therefore, I’m happy to announce we’ve found a provider who matches our needs”.

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