



## Future-Proofing Retail with John Lewis



Amidst inflationary pressures that continue to change consumer behaviour, how can retailers take advantage of the data economy to stabilise and future proof their business?

Watch the session to hear from leading retailer, John Lewis Partnership, on their strategy for future-proofing their organisation and driving long-term growth. During this session, they discuss how their business is unifying their data across grocery, apparel, e-commerce, commercial real estate and retail media. Watch now to learn how this Snowflake customer has:

- Invested heavily in personalization and loyalty programmes.
- Built pioneering distribution hubs.
- Launched a store in the metaverse.
- Expanded delivery by partnering with Deliveroo, Waitrose, and Ocado.
- Expanded their propositions to include buy-to-rent properties and financial services.