



Dynamic platform integrates with ERP, logistics, warehousing and stores



Omnichannel retail strategy

DIA is a Spanish multinational retail company that specialises in the distribution of food, household and personal care products. DIA operates more than 7,000 stores across Spain, Portugal, Argentina, Brazil and China, and in 2017, its sales exceeded 10.3 billion euros.

40 million customers visit DIA stores every year. DIA's omnichannel retail strategy delivers a unified shopping experience which builds loyalty and drives repeat business. Relevant content is personalised and presented to customers across a variety of touchpoints, including the web, mobile and in-store.

Integrated e-commerce platform

It is easy to shop with DIA. The supermarket's web storefront is easy to navigate and offers customers a personalised shopping experience. Using the site, customers can view carefully targeted promotions and drop goods into a virtual shopping basket for collection or delivery.

There is smart technology at work in the background. Every aspect of the customer's interaction with DIA, from data analytics to order management and fulfilment is managed via DIA's integrated e-commerce platform. The customised SAP Hybris solution was developed for DIA by Ricoh.



Content presented across multiple touchpoints

"Our e-commerce platform helps us to stand out from the competition. It provides an immersive shopping experience which drives increased customer satisfaction and loyalty."

Diego Sebastián de Erice,
eCommerce Director, DIA



“Ricoh’s ongoing support is critical to our success. The integrated e-commerce platform is part of our DNA. New applications, that help us stay ahead of the competition, are delivered at speed.”

Diego Sebastián de Erice,
eCommerce Director, DIA

Customised SAP Hybris solution

Ricoh was selected as DIA’s technology partner, having demonstrated its expertise and depth of resource. Indeed, Ricoh employs a large team of SAP-certified architects at its digital solution centre in northern Spain and has successfully implemented numerous SAP Hybris e-commerce solutions, including an award-winning site for The Style Outlets*¹.

Ricoh managed DIA’s e-commerce project from initial consultation through to its successful implementation and has continued to support DIA, using agile *SCRUM*-based project management processes to further develop the resource. New features are developed in short three-week *SPRINTS* which ensure focus and reduce time to market.

*¹ Futurizz, Best eCommerce Project, 2016

Agile ongoing development

Customers using DIA’s e-commerce platform love the immersive shopping experience. The interlinked web, mobile, email and SMS applications allow customers to engage seamlessly across multiple channels. It is easy to select goods and real-time data analytics ensure that DIA’s promotional offers are relevant and exciting.

The decision to appoint Ricoh has proved astute. DIA’s success is driven, in no small part, by the effectiveness of its e-commerce platform. Customers relate to the retailer and display a high degree of loyalty. What is more, Ricoh’s ongoing support helps DIA to stay ahead of the competition, with new applications rolled out on a seemingly daily basis.