

# Automated Intelligence helps major retailer do a stock take on all of its data holdings



Automated Intelligence (AI) was selected by a major UK supermarket chain to deliver a data transformation and remediation project.

## Customer Situation

The supermarket chain was incentivised to analyse, cleanse and remediate its data. This was due to existing challenges surrounding data quality, control and cost, as well as potential exposure to GDPR regulatory requirements.

The supermarket has a high volume of unstructured data stored in various sources.

This resulted in 3 key challenges:

- Data failing to be appropriately classified, categorised or managed
- Significant amounts of DROT (Duplicate, Redundant, Obsolete, Trivial) content
- Costs involved with managing a variety of legacy systems and storage solutions



Automated Intelligence can analyse and remediate unstructured data up to **30 times faster** than traditional on-premise vendors

## Automated Intelligence Solution

Automated Intelligence was commissioned to perform a comprehensive analysis on all the unstructured data held by the supermarket. This began the process of bringing it under control.

AI.DATALIFT, hosted in Azure, allowed the Supermarket to analyse and optimise existing data holdings up to **30 times faster** than traditional on premise solutions.

Using AI.DATALIFT allowed the supermarket to build a profile of its data as well as judge its value to the business and identify the risk posed by the data. 62% of the data analysed in this way was identified as DROT.

This gave the supermarket the opportunity to defensibly dispose data and archive some of this data into Azure resulting in cost saving storage. The remaining 38% of current, and useful data, can then be analysed for PII data, categorised and migrated to Office 365, with governance and security policies applied.



## Outcomes

Following the project, the supermarket will benefit from improved data knowledge and clarity, reducing information risk and improving data insights.

With a typical **saving of £50k per TB** over a 5-year period, transforming its data using AI.DATALIFT has allowed the supermarket to potentially save more than £350,000 in storage costs going forward.

As a leading supplier on the high street, the personal identifiable information (PII) held by the supermarket has been categorised by AI.DATALIFT, allowing them to prepare for GDPR compliance.



For more information on our data remediation, information governance and GDPR services, contact us at [info@automated-intelligence.com](mailto:info@automated-intelligence.com)

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