Carrefour Belgium Partners with Google Cloud for Next Phase of Digital Transformation

Major supermarket chain to migrate SAP to Google Cloud for higher uptime and low latency, while development of its new data cloud will streamline supply chains and deliver hyper-personalised customer experiences

Sunnyvale, Calif. and Brussels, 30th June 2021 – Google Cloud and Carrefour Belgium, one of the country's largest retailers, today announced a new partnership to bring Carrefour Belgium's business-critical SAP systems and supply chain data to the cloud. Under this alliance, Carrefour Belgium is building a new data cloud; migrating its data centers to Google BigQuery for storage and analysis; and helping to create a framework for next-generation projects in mobile and ecommerce, data analytics, and machine learning.

Having successfully used Google Workspace since 2019, Carrefour Belgium is now turning to Google Cloud to support the next phase of its digital transformation. With the creation of its new data cloud, the company's teams will have greater access and analytics capabilities for its diverse product, consumer and supply chain data sets. High visibility into supply chain data means Carrefour Belgium will be able to ensure that products, including perishable food items, arrive in stores and in the hands of consumers quickly and efficiently. In addition, an improved view of consumer trends will enable the retailer to create new, hyper-personalized experiences for shoppers, including targeted promotional offers.

Carrefour Belgium is also moving to SAP S/4HANA on Google Cloud, and will bring other parallel workloads into a Google Cloud environment, enabling secure, low-latency access to these business-critical applications and improved data analytics for its teams across the country. Additionally, given the critical nature of its SAP systems, the retailer is enabling maximum uptime with Google Cloud's reliable and elastic infrastructure and live migration capabilities—ensuring no disruption to its operations during the migration.

"Data is a critical asset for Carrefour Belgium as we develop new consumer experiences and streamline our supply chains," said Stijn Stabel, Chief Technical Officer at Carrefour Belgium. "We've been using Workspace for the last two years to foster a collaborative culture, so this feels like a natural next step for our business. Our renewed partnership with Google Cloud will provide us with a centralized view of this data, helping to deliver new, more meaningful experiences for our customers and modernize our business processes with the power of data. Additionally, bringing our company-wide SAP environment into Google Cloud ensures that we are running these critical applications securely and reliably, and on sustainable and scalable cloud infrastructure."

"We're proud to partner with Carrefour Belgium and to support its digital transformation," said Joris Schoonis, Managing Director, Benelux at Google Cloud. "By implementing a data cloud, and by migrating its SAP systems into a cloud environment, Carrefour Belgium is building a foundation for future innovation and growth."

Carrefour's migration of data and applications to Google Cloud is expected to be completed by 2022.

About Google Cloud

Google Cloud accelerates organizations' ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About Carrefour Belgium

Carrefour has 786 stores in Belgium including Carrefour Hypermarkets, the Carrefour Market supermarkets, the Carrefour Express local shops, and 230 Carrefour Drive collection points. Carrefour aims to be a partner in their customers' daily lives by offering a wide choice of products and services, at the best prices, thanks to the hard work of more than 11,300 employees. Carrefour Belgium is part of the Carrefour Group, one of the largest food retailers in the world with more than 321,000 employees. With a turnover of almost 80.7 billion euros in 2019, Carrefour now has 12,200 stores in more than 30 countries.

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