

Australian Pharmaceutical Industries Builds Customer Data Strategy on Google Cloud

SUNNYVALE, Calif., and MELBOURNE, Oct 6, 2021 - Australian Pharmaceutical Industries (ASX:API), one of Australia's leading health and beauty companies, is partnering with Google Cloud to accelerate its digital transformation strategy, and leverage data and machine learning to deepen customer engagement.

API, the parent company behind well-known Australian brands such as Priceline Pharmacy, Soul Pattinson Chemist and Pharmacist Advice, will be leveraging a host of Google Cloud solutions to unlock advanced customer analytics and build an end-to-end view of its customers across e-commerce, web channels, mobile apps, and API digital health services.

"Our customers are at the heart of our digital strategy," said Dean Matthews, Chief Transformation Officer, API. "Priceline's Sister Club is Australia's fifth largest loyalty program with more than 7.5 million members across the country, and we see huge potential in leveraging the platform to curate even more relevant and personalised experiences for our discerning customer base, driven by their shopping preferences and purchase history."

Google Cloud will work in lockstep with API's [existing digital strategy](#), starting with the integration of API's loyalty, e-commerce and customer data platforms into a single 'Digital Customer Hub' hosted on Google Cloud. API plans to modernise its legacy data platform leveraging Big Query and Google Cloud AI to analyze existing data and generate real-time insights about customer behavior, preferences and propensity to purchase API products and digital services. Working with Google Cloud's partner Riley, API plans to also implement Recommendations AI, to deliver curated recommendations across API touch points and dynamically adapt to real-time customer behavior and changes in variables like assortment, pricing, and special offers.

"Understanding buyer behavior and translating that into actionable insights is critical to our digital strategy and Google has long been a pioneer in this space," said Mr. Matthews. "Our vision is to build more value based, long-term relationships with our customers and with Google Cloud, we have an innovation partner with a proven track record of success and technical expertise to drive more intelligent, data driven experiences and build stronger brand loyalty."

"We are proud to be partnering with an industry innovator like API, to digitally transform omni-channel customer experiences," said Alister Dias, vice president, Google Cloud in Australia and New Zealand. "In the highly competitive retail market, data is a strategic differentiator, and can unlock powerful benefits for retailers. With Google Cloud, API has the foundation to quickly harness the power of the cloud to deliver insights that create richer, more contextualised customer experiences."

About Australian Pharmaceuticals Industries

API is one of Australia's leading distributors of pharmaceuticals to Australia's community pharmacies. It also owns and operates a number of Australia's community pharmacy brands, such as Priceline Pharmacy, Soul Pattinson, Pharmacist Advice and Club Premium. Its national Clear Skincare Clinics network provides a range of non and minimally invasive cosmetic medicine treatments.

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.

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