Groupe Rocher Selects Google Cloud to Accelerate Its Digitization and Sustainability Commitments

The French family owned group and mission-driven company has signed a five-year collaboration agreement with Google Cloud, placing sustainable digitization at the heart of its innovation and growth strategy

Groupe Rocher brands, such as Arbonne, Yves Rocher and Petit Bateau, will gain access to Google Cloud technology to drive their digital transformations in a responsible and sustainable manner.

Issy-les-Moulineaux and SunnyVale, Calif - October 27 2021 - Google Cloud and Groupe Rocher—the parent company of international cosmetics, home improvement, and textile brands such as Arbonne International, Yves Rocher, and Petit Bateau—today announced a five-year collaboration agreement to accelerate the group's digitization and foster its ambitious sustainability strategy through IT.

Google Cloud will provide the group with a resilient and sustainable infrastructure, while helping reduce its carbon footprint. Groupe Rocher is undertaking an extensive IT implementation, including API management to SAP migration and data analytics, to help its brands embrace the potential of the cloud and to boost their ecommerce and social selling initiatives.

With this five-year partnership, Groupe Rocher will leverage Google Cloud technologies to support the digital growth of its brands. It intends to deploy globally its data platform, "My Data," modernize its eCommerce platform, and use data analytics to build better customer omnichannel journeys. Groupe Rocher will also develop a new secure and easy-to-manage API Management approach and move a majority of its workloads, as well as its SAP applications, to the cloud.

The collaboration with Google Cloud will also enable Groupe Rocher to leverage Google Cloud's infrastructure—the cleanest in the industry—and sustainability efforts to cut its own carbon footprint by deciding which Google Cloud region to use based on its carbon-free energy percentage.

Among other technological innovations, the group will also be able to leverage Google's significant investments in sustainable energies, its recycling approach, and use of renewable—and, increasingly, carbon-free—energy to power its infrastructure. Groupe Rocher will track the data related to their impact with Google Cloud against their own sustainability goals.

"We consider Google Cloud as a real partner on our road to sustainable innovation and growth. We will be working together to ensure that the development of our brands can benefit from the resilient, innovative, and reliable cloud technologies and digital expertise of Google, while making sure that our brands also accelerate steadily towards their own sustainability objectives," says Stanislas Duthier, Groupe Rocher's CIO.

"We are very proud and honored to have been selected by Groupe Rocher for our cloud technology and approach to sustainability. We are eager to support its responsible digitization and join forces in this transformative journey," says Anthony Cirot, Managing Director of Google Cloud in France.

About Groupe Rocher
Groupe Rocher is a French family group of international scope with several international brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Dr Pierre Ricaud, Kiotis, ID Parfums, Flormar and SABON), 50 million customers in 115 countries and more than 17,500 employees. The Group's turnover neared € 2.7 billion in 2020.

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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