

Data by Datitude

The Unified Data Platform
for Retailers & Brands



Why Unified Data Matters

Retailers and brands generate vast amounts of valuable data, but it’s often trapped in disparate systems, difficult to access, duplicated across teams and not trusted.

As technology stacks and use cases grow, so does complexity. Multiple systems, platforms, applications and users create *more* integrations, *more* silos and *more* effort.

Without the right data foundations, multiple versions of truth are created, reporting becomes more challenging and AI just amplifies that poor-quality data. Ultimately decisions are based on limited, inaccurate or out-of date insight.

Datitude changes all that.

Data by Datitude | Unified Data. Better Outcomes

We connect, integrate and unify your data into **the single source of truth**.

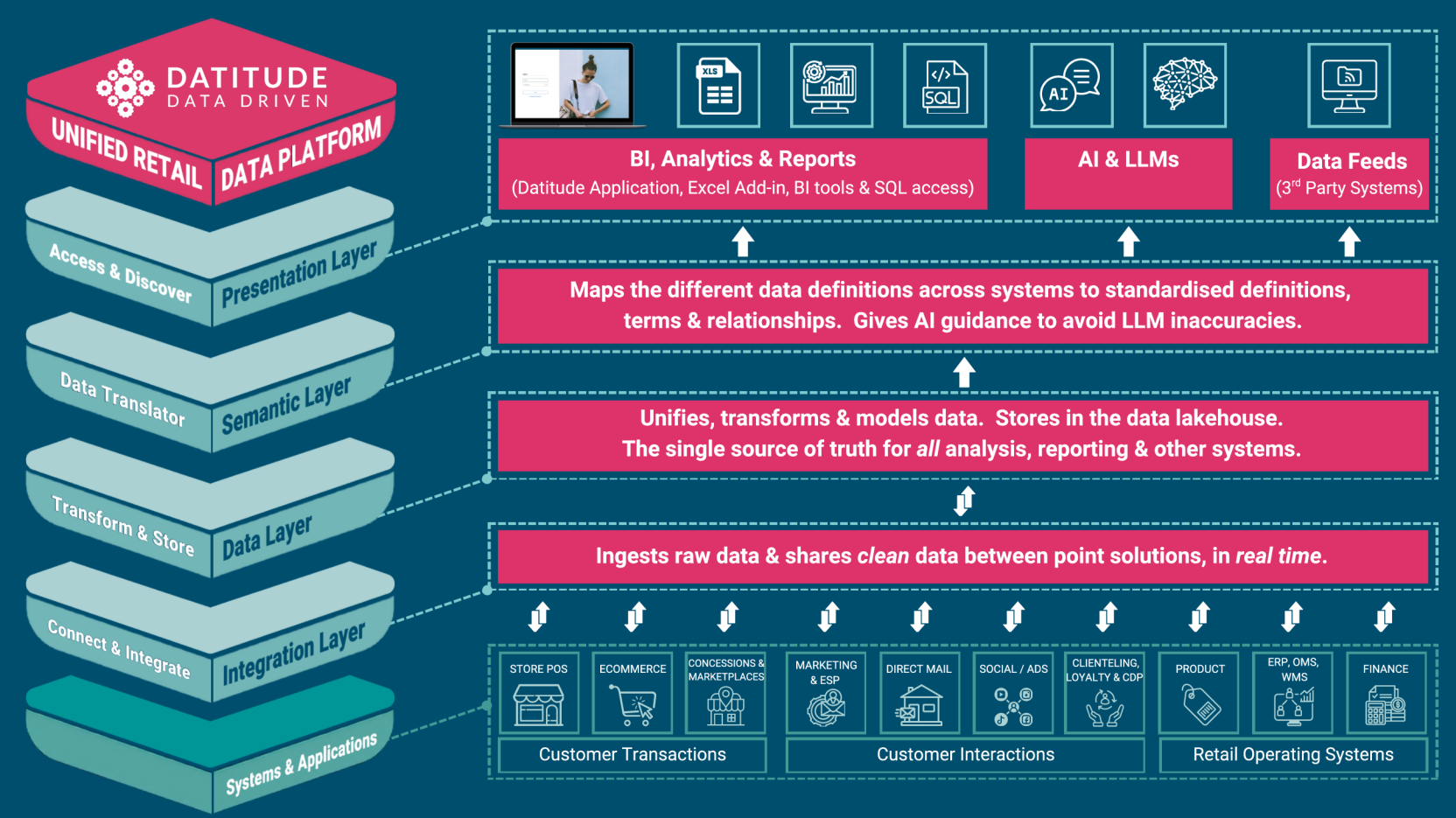
All your data, in one place, AI-ready. Giving every team access to validated, consistent and trusted data, in real time - for clearer insight, smarter AI and more profitable growth.

Built specifically for retail, Datitude’s multi award-winning unified data platform overcomes the challenges inherent in fragmented retail systems.

Simplified Integrations	Streamlined Data Flows	Future-proofed Tech Ecosytem	Superior Data Models	Eliminated Data Silos
The Single Source of Truth	AI-primed	Self-Serve AI, BI & Analytics	Automated Reports	Complete Transparency
Fully Managed Service Easier & More Cost-Effective to Monitor, Manage, Maintain, Scale				

Five Powerful Layers. One Platform

The Datitude Platform brings everything together to get what you need. Every layer built to work seamlessly together - connected by design and delivered as a fully managed service.



- Unlimited integrations (many pre-built), automated data pipelines and robust orchestration simplify even the most complex retail technology stacks.
- Data is standardised, cleansed, validated, enriched and modelled into a unified data lakehouse, optimised for all reporting, analytics and AI.
- The semantic layer ensures everyone (people, BI tools and AI systems) is working from the same data logic, definitions and context.
- Teams access the same, trusted, unified data through the tools they prefer.
- We take care of everything from data integration, transformation and storage to governance, monitoring, support and continuous improvement so you can focus on using your data.

From Trusted Data to Business Value

Diverse users. Diverse use cases. Diverse tools.

One platform delivering a consistent, trusted view of your data. Whatever tools you use to access your data, you can be confident everyone's on the same page.

Datitude Application & Excel Add-in
Self-service access through an intuitive web-based application.

MCP (Model Context Protocol) Servers
Connect your data to your AI tools. One system for AI to interface, not several.

BI Gateways & Servers
Quickly and easily connect to your choice of BI tool(s).

Curated Data Feeds
Combine unified data into a single, curated feed to any target system.

Direct SQL Access
Query the data without risk to the core platform or service.

Direct Mail
Tools to manage and optimise campaigns.

Subscriber Centre
Unifies subscriber data into the single source of truth.

Financial Reconciliation
Automated exception reporting and visibility of discrepancies at order level.

“Datitude's expertise in systems and data integration, data management and analytics, has enabled Mint Velvet to gain a true single source of truth and unlock actionable insights to drive profitable growth in an ever-evolving digital world.

As a partner, Datitude really stands out for their collaborative and innovative approach. The team are there when you need them and responsive. No challenge is too big for them and they're adept at finding creative solutions.

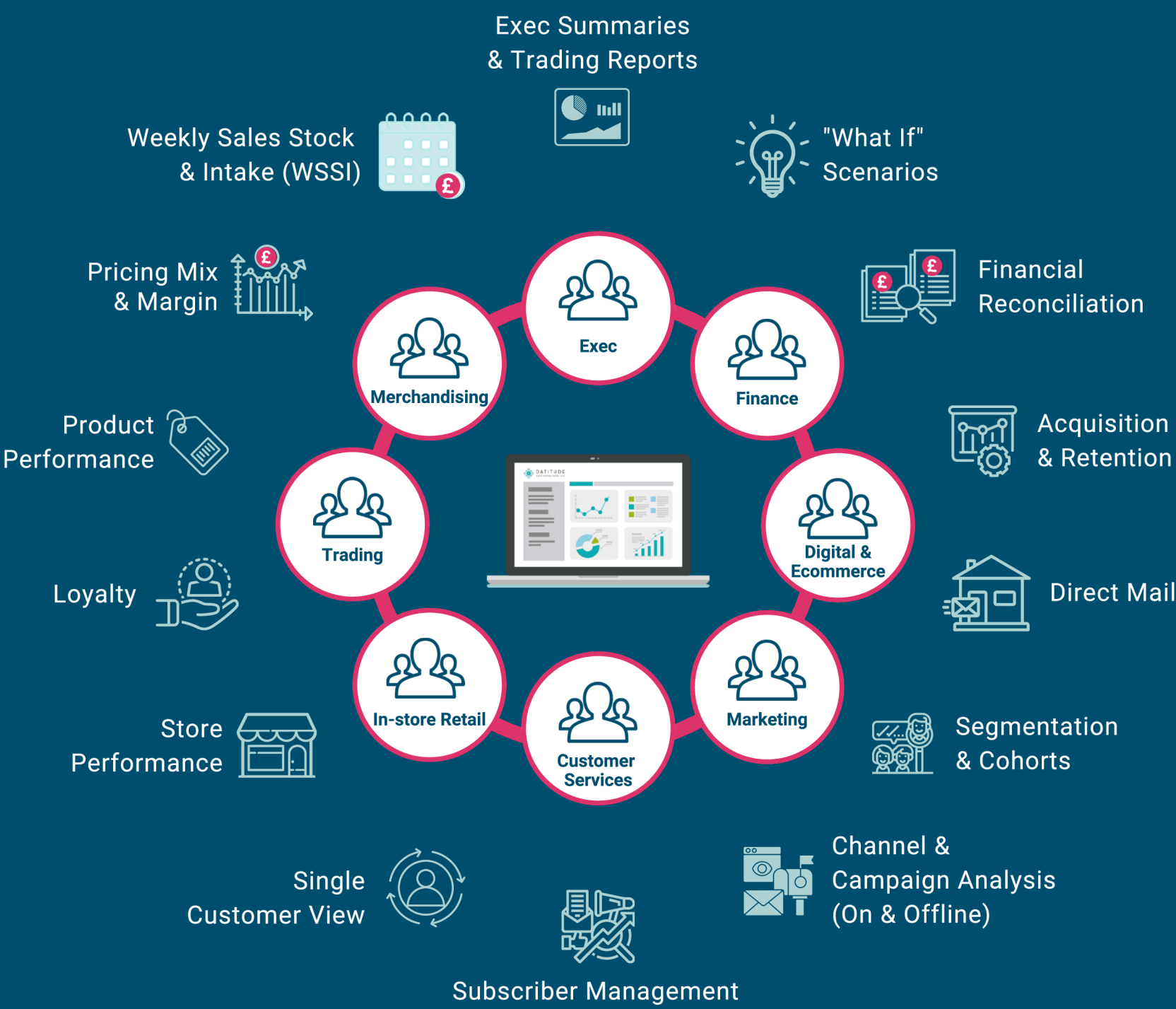
Maddy Turley, International Growth Director

MINT VELVET

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Access & Discover: Diverse Users & Use Cases

From dashboards and reports to data extracts and AI, teams can access the data they need, using the tools they prefer.



Data by Datitude | More than a Platform. A Trusted Partner

Retailers, brands and hospitality businesses - from fast-growing challenger brands to established high street names - trust Datitude to connect, integrate and unify their data.

These are some of the businesses who rely on Datitude.



Behind every logo is a unique data journey. The challenges differ, but the goal is the same: the best data foundations and trusted, accessible data for clearer insight, better-informed decisions, more profitable growth. And they all trust Datitude with their data.

“

Datitude are true partners; flexible, dependable and enthusiastic.
I trust them completely and can count on them to deliver.

Nick Workman, Group Information Technology Director, Majestic

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Why Choose Datitude

Technology matters and the Datitude Platform is certainly proven in the market. True success comes from having the right expertise and support behind it. People make the difference and we don't believe in handing over software and walking away.

Given our deep technical expertise *and* extensive omnichannel retail experience, we understand the challenges retailers face: integrating data across disparate systems, managing increasingly complex technology estates, and delivering trusted, AI-ready data for analytics and AI.

It's why we focus on practical solutions, collaborative partnerships and delivering outcomes that accelerate time to value and support long-term growth. Behind the scenes, you can depend on robust processes, proactive monitoring and continuous improvement to keep your data reliable, secure and ready to support the evolving needs of your business.

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Datitude's Platform and omnichannel expertise has been fundamental to our success as we expanded into physical retail, allowing us to integrate and access data from all of our systems seamlessly to make faster & better decisions across all departments.

Datitude now sits at the heart of our operations as a modern-day ERP system. Seamlessly integrating best-in-class retail systems and powering all our reporting & forecasting, with no barriers to scaling.

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Axel Stelk, Co-founder & COO, Piglet in Bed

Ready to Get More Value from Your Data?

Get in touch. We love to talk about data!

Email: hello@datitude.co.uk

Call: 020 3003 5000

Web: datitude.co.uk

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