

Customer success story:

Ahold Delhaize brings digital innovation in stores and online





Ahold Delhaize is one of the world's largest food retail groups, with more than 6,600 stores across the United States, Europe and Indonesia. The company is a leader in supermarkets and e-commerce, and at the forefront of sustainable retailing with a family of great local brands that serve more than 50 million shoppers each week.

Selling great food has been Ahold Delhaize's core business for 150 years. With its omnichannel strategy, Ahold Delhaize is blending the best of brick-and-mortar, delivery, and pick-up. MuleSoft is playing an important role to future-proof Ahold Delhaize's business by building an application network that can quickly incorporate new technologies and respond to changing consumer demands.

"MuleSoft is a key enabler of the new data and application integration strategy and will support a host of strategic digital initiatives ensuring our local brands are equipped to stay ahead of the competition in this fast-changing retail world," said Erik Roozeboom, Director of Integration Strategy and Architecture, Ahold Delhaize.

"By working with MuleSoft to deliver on an integration strategy centered around API-led connectivity, the Ahold Delhaize brands will be able to continue quickly delivering new best-in-class digital experiences to our customers at scale."

MuleSoft, a Salesforce company

MuleSoft, the world's #1 integration and API platform, makes it easy to connect data from any system — no matter where it resides — to create connected experiences, faster. Thousands of organizations across industries rely on MuleSoft to realize speed, agility and innovation at scale. By integrating systems and unifying data with reusable APIs, businesses can easily compose connected experiences while maintaining security and control. Through API-led connectivity, customers unlock business capabilities to build application networks that deliver exponentially increasing value. MuleSoft is the only unified platform for enterprise iPaaS and full lifecycle API management, and can be deployed to any cloud or on-premises with a single runtime.

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