

A hand holding a credit card, with a network overlay of white dots and lines on a teal background. The background is a blurred image of a hand holding a credit card, overlaid with a network of white dots and lines on a teal background.

DATASTAX FOR OMNICHANNEL

The Power of a Distributed
Cloud Database

eCommerce innovations come quickly.

The days of well-known customer journeys through an in-store or online experience are in the past. The tables have been turned. Shoppers are now more empowered than ever to shop on their channel of choice, on their terms, when and where they want, regardless of device. As a result, you must meet them on their channel of choice at the right time, and with the right message and offer, in an integrated and seamless way. In a world where next-day, or even same-day, shipping is quickly becoming the norm, experience is the remaining differentiator. Retailers that can bridge both the physical and digital worlds with a consistent experience and meet shoppers on their terms stand to weather new digital-native competitive threats. Retailers that cannot make this transition risk being left in the digital wake of their competitors who are only one click away.

THIS IS AN OMNICHANNEL WORLD

The challenge for traditional retailers in achieving omnichannel excellence is this: the same systems that got them to where they are today, such as marketing tech, digital/physical commerce, and fulfillment, largely evolved as disparate systems over time. Often, these legacy systems don't exchange data in real time, require seasonal freeze due to their fragility, cannot easily be extended to the cloud, and are inflexible and slow to innovate upon.

To support omnichannel in an always-on world, enterprises need to integrate real-time data across many legacy systems. Today's best apps can do things like take a picture of an item, search it, and apply machine learning to help enterprises understand customers' searches based on contextual, real-time data. From eBay to Macy's to Capital One, DataStax Enterprise, with integrated search and analytics, is the cloud database of choice for enterprises seeking to not only survive, but thrive, in a world where the pace of innovation is only increasing. Take a look for yourself—and take careful note of the tangible results.

The ecommerce platform of choice for more than 112 million active users, eBay can safely be called an ecommerce pioneer and leader.

eBay has used DataStax Enterprise (DSE) to develop one of the world's largest product catalogs, a catalog that is core to eBay's mission of delivering amazing customer experiences.

The catalog allows users to organize their search results by product instead of by listing, with just one click on their mobile device. It also has visual search functionality that allows users to search eBay's inventory by taking a picture of an item they want—all via the power of DSE.



EBAY

eCommerce at Massive Scale

ECOMMERCE PIONEER AND LEADER

Powering ecommerce for 170 million customers, one billion live listings

- > NN stores vast amounts of data: 250 TBs
- > NN handles extreme data velocity with 6 billion writes and 5 billion reads daily
- > NN Delivers highly accurate and personalized search results with low latency
- > NN Ensures 100% uptime, even during peak data loads*



DataStax Enterprise powers the Albertsons/Safeway grocery shopping application and acts as the loyalty platform for all their brands.

Millions of customers use the "Just for U" loyalty mobile app, which is run on Microsoft Azure and presents customers with purchase history-based daily offers and coupons.

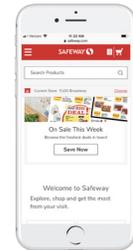
To handle Just for U's extremely heavy traffic, Safeway chose DSE, which has allowed Safeway to accelerate the expansion of its ecommerce and digital offerings and helped the retailer grow its ecommerce business 19% year over year in Q2 2017.



SAFEGWAY

Building a Shopping Machine

THE LOYALTY PLATFORM FOR ALL THEIR BRANDS



Australia's largest investment bank, Macquarie has been labeled "The Millionaire Factory" for its consistent revenue performance powered, in certain key ways, by a DSE-based ecommerce platform.

Macquarie's goal with this platform, which has already been achieved, is to always provide an online experience that is as good as or better than the last application the customer used," whether for social media, banking, or something else.

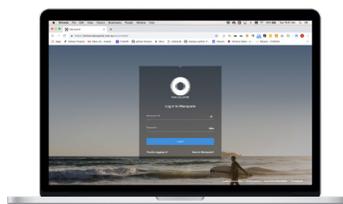
Thanks to DSE, Macquarie is powering contextual data in real time for application-driven ecommerce.



MACQUARIE

Banking on eCommerce Innovation

THE LOYALTY PLATFORM FOR ALL THEIR BRANDS



As much a “stalwart” as an innovator and pioneer, Macy’s found itself needing to completely revamp its ecommerce platform to provide the fast, omnichannel experience customers demand.

Macy’s legacy relational database could no longer handle the scale, so the legendary retailer turned to DataStax. Now, 100% of Macy’s global brick and mortar and dot-com inventory is managed in DSE, and Macy’s uses DSE Analytics to power its inventory/catalog recommendation engine.

Macy’s ecommerce website has 55.9 million average monthly visits, which puts Macy’s at #1 in U.S. ecommerce websites.



MACY'S

Omnichannel
Omnipotence

THE LEGENDARY RETAILER



FREE, FAST & EASY
PICKUP IN STORE

Now! Get most in-stock items in just 2 hours.

The world's largest retailer, Walmart serves 260 million shoppers a week via its ecommerce websites and apps and 11,000-plus stores in 28 countries.

Facing competition from all sides, Walmart seamlessly integrated its web, mobile, and in-store shopping platforms, using DSE for its search and streaming analytics capabilities, and also for its high fault tolerance and linear scalability.

In 2017, Walmart’s full-year U.S. comps grew 2.1% and its U.S. ecommerce sales grew 44%. The retailer is also planning to roll out a new homepage that will be personalized to customers’ locations, allowing them to buy products that are trending in their towns and see which of these online services their local stores provide.



WALMART

King of Commerce
Adds a Capital “E”

THE WORLD’S LARGEST RETAILER

The index awards scores on a scale of zero to 100. Here is how the top 5 scored:

- | |
|-------------------------------------|
| 1. Sephora, 79 |
| 2. JustFab, 72 |
| 3. Walmart, 69 |
| 4. Net-a-Porter, 64 |
| 5. eBay, 62; Nordstrom, 62; REI, 62 |

Source: <https://www.retailcustomerexperience.com/news/justfab-sephora-walmart-tops-in-customer-experience-personalization/>



A Minnesota-based bank holding company with \$21.3 billion in assets and 376 branches in eight states, the nearly 100-year-old TCF Bank has seen the whole ecommerce evolution happen right in front of its eyes.

To ramp up its ecommerce presence and power, TCF Bank has been using DSE to deliver individualized experiences for all its customers while grappling with the complexity of business silos and legacy technology.

DSE has allowed TCF Bank to deeply understand its customers' financial needs and deliver real-time, engaging, and delightful customer experiences across all touchpoints and business units.



TCF BANK

Pre-ecommerce
Player Turned
Disruptor

DELIGHTFUL CUSTOMER EXPERIENCES



Often referred to as “the Amazon of Latin America,” MercadoLibre, an Argentinian company incorporated in the United States, hosts the largest online commerce and payments ecosystem in Latin America.

MercadoLibre focuses on enabling digital and mobile payments for its customers via a suite of technology solutions across the complete value chain of ecommerce.

The MercadoLibre Marketplace allows merchants and customers to sell at a fixed price or with an “auction” feature, and it's for this auction feature that MercadoLibre uses DSE, as it requires crunching massive volumes of data in real time.



MERCADOLIBRE

The “Amazon” of
Latin America

THE LARGEST ONLINE COMMERCE AND PAYMENTS ECOSYSTEM IN LATIN AMERICA



If you've ever watched TV, you've probably heard of Dish Network, and if you use streaming television there's a good chance you've heard of Sling TV.

Dish Network owns Sling and was in need of a distributed data management layer to make Sling more competitive with products like Apple TV, Comcast, Charter, and other stream-based video services.

Sling is currently the number one live and on-demand internet streaming service, accounting for 2.2 million of Dish Network's 13.2 million pay-TV subscribers, a 47% growth year over year for Sling.



DISH NETWORK

Dishing Up
Real-Time Scalability

THE NUMBER ONE LIVE AND ON-DEMAND INTERNET STREAMING SERVICE



DSE has allowed Dish to take full advantage of "CARDS":

1. Contextual (Program catalog interaction).
2. Always on (One of Dish Network's biggest pain points to solve).
3. Real time (Real-time notification requirements).
4. Distributed (Global replication requirements).
5. Scalable need (Ability to support 4M customers shortly after launch).

Tigo Guatemala, a mobile phone service provider company owned by the international mobile phone company Millicom International Cellular SA, offers a range of digital services to millions of customers in Latin America.

Tigo's business is built primarily on pre-paid data and calling plans, but until recently its customer had no way to monitor their data balances or historic data usage, which resulted in a heavy burden on Tigo's call center and increased churn risk due to unhappy customers.

Tigo tapped DataStax to build a usage history access system as part of a larger business transformation project that is already producing results: the company is now experiencing more predictable revenue patterns and steady growth.



TIGO

Answering the Call
of Its Customers

DIGITAL SERVICES TO MILLIONS OF CUSTOMERS IN LATIN AMERICA



All Sony PlayStation libraries, recommendations, catalogs, and notifications run on DataStax, and as a result, all ecommerce runs on DataStax.

Sony is seeking to increase the number of PlayStation Network users and find ways to add services, programs, and apps that retain PlayStation Plus subscribers. Currently, half of all PlayStation platform sales come from digital and network services. As many gamers know, recurring digital purchases are a lot more lucrative than physically packaged products. This is why Sony wants to focus more on in-app purchases, microtransactions, digital app growth, and aiming to improve the “recurring revenue business.”

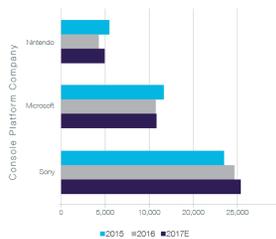
PlayStation now accounts for 74% of Sony’s profits and has more than 60 million active monthly PlayStation users, with DSE handling 200K read/writes per second.

SONY

SONY

Revamping Gaming Apps

IHS MARKET SURVEY
WORLD GAMES CONSOLE MAKER BY COMPANY (\$M)



Europe’s leading entertainment company, Sky uses DSE for its “Over The Top” line of business, which includes powerful applications like Sky Go and Now TV.

These applications run on Sky’s DSE-backed online video platform, a set of core services that handle all content streaming requests for real-time viewing as well as downloads for offline viewing. Customer activity is tracked by another component called Activity Capture, which also runs on DSE.

Sky had a massive Q3 2018, achieving a 5% increase in like-for-like revenue to £10.1 billion and a 14% increase in Established Business EBITDA to £1.8 billion. It also added 480,000 new customers over the last year to 22.9 million, with a Q3 growth of 38,000.



SKY

Sky’s the Limit on DSE

“OVER THE TOP” ONLINE VIDEO PLATFORM



“We have the right strategy and abilities in place to provide customers with the best content, products, and service.”

– JEREMY DARROCH,
SKY GROUP CHIEF EXECUTIVE

The eighth-largest bank holding company in the United States, Capital One relies on DataStax Enterprise for two key ecommerce initiatives: rewards and notifications.

In rewards, DSE keeps the "CapOne" app running smoothly and efficiently, and it has now performed 18 billion historical transactions for rewards calculations. In notifications, DSE has allowed Capital One to provide app-specific notifications for password resets, balance inquiries, and online banking.

Capital One's net income in 2017 shot up 71% to \$1.3 billion from the year prior.



CAPITAL ONE

Banking on Rewards

THIS IS AUTO NAVIGATOR, A TOOL
BUILT USING INSIGHTS FROM
DATASTAX ENTERPRISE



Our customers' results make it pretty clear: DataStax Enterprise is the best choice for a distributed cloud database built for ecommerce.

Built on the pioneering and innovative NoSQL database, Apache Cassandra™, DataStax Enterprise is the always-on distributed cloud database designed for hybrid cloud.

Whether it's Black Friday, a new ecommerce system rollout, a new customer experience initiative, or complete digital transformation to avoid disruption, DataStax Enterprise provides the always-on, real-time, hybrid cloud database that today's enterprises need to be able to thrive.

Don't wait another moment.

Get started with [DataStax Enterprise](https://DataStax.com) today at DataStax.com.

DATASTAX ENTERPRISE

The Power of a Distributed Cloud Database



About DataStax

DataStax delivers the always-on, active everywhere distributed hybrid cloud database built on Apache Cassandra™. The foundation for full data autonomy and personalized, real-time applications at scale, DataStax Enterprise makes it easy for enterprises to exploit hybrid and multi-cloud environments via a seamless data layer that eliminates the issues that typically come with deploying applications across multiple on-premises data centers and/or multiple public clouds.

We help many of the world's leading brands across industries transform their businesses by eliminating data silos and powering modern, mission-critical applications. For more information, visit www.DataStax.com and follow us on Twitter @datastaxvideo.

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