

Ecommerce: New Demands for a New Kind of Customer Service

Data Sheet

- Your online transactional application must be an 'ecommerce hub'
- Site visitors demand highly personalized products and ever-increasing performance levels
- You need mixed workloads with no workload contention so you can leverage your hot data in context



The definition of ecommerce now includes non-retail environments, and the demands placed on customer-facing online transactional applications call for perfect performance plus robust search and real-time analytic capabilities.

How can DataStax Help?

DataStax Enterprise, powered by Apache Cassandra™ and certified for production, helps today's IT teams meet all of these growing challenges with continuous uptime, unmatched performance, and linear scalability, plus developer enablement like drivers, a familiar SQL-like query language, and operations management tools to make it easy.

Today's ecommerce Demands

1. "Active Everywhere" read/write design that's cloud and multi-data center friendly.
2. Linear scalability to meet demand for 1 visitor or 1 million.
3. Operational simplicity so you don't waste time babysitting hard-to-manage systems.
4. Enterprise-grade security levels.
5. Innovation in the technology infrastructure so your company can differentiate.

Questions

- How are you customizing user experience on your site? Is it working?
- Can your customers find what they want?
- How much does it cost you every time your shopping cart goes down?
- Can you scale without surprises?

Yesterday's ecommerce Applications

- Slow and low-volume data / purge often
- Data coming in from one or a few locations
- Rigid, static, structured data
- Deploy app central location / one server
- Write data in one location
- Downtime tolerated

Today's ecommerce Applications

- Fast and high volume data / retain forever
- Data coming in from many locations
- Flexible, fluid, unstructured data
- Deploy app everywhere / many servers
- Write data everywhere, anywhere
- Downtime not tolerated

Ecommerce Customer Examples

- DataStax Enterprise helps quantify the social data eBay displays on its product pages, including the "like", "want", "own" and "favorites" data. eBay also uses DataStax Enterprise for its fraud detection and other use cases. Read the eBay case study.
- The leading retail platform provider in Latin America, VTEX, also relies on DataStax Enterprise to ensure disaster avoidance and constant uptime. Read the 5-minute interview here.
- BazaarVoice, the web application for many of the largest retail brands on the planet, collects and analyzes user-generated content in DataStax Enterprise.
- Wiggle, one of the largest sports retailers in the UK, also chose DataStax Enterprise to support its online application running in more than 110 countries.

Visit the DataStax website for more information and downloads of DataStax Enterprise.