

# The DataStax CX Data Solution

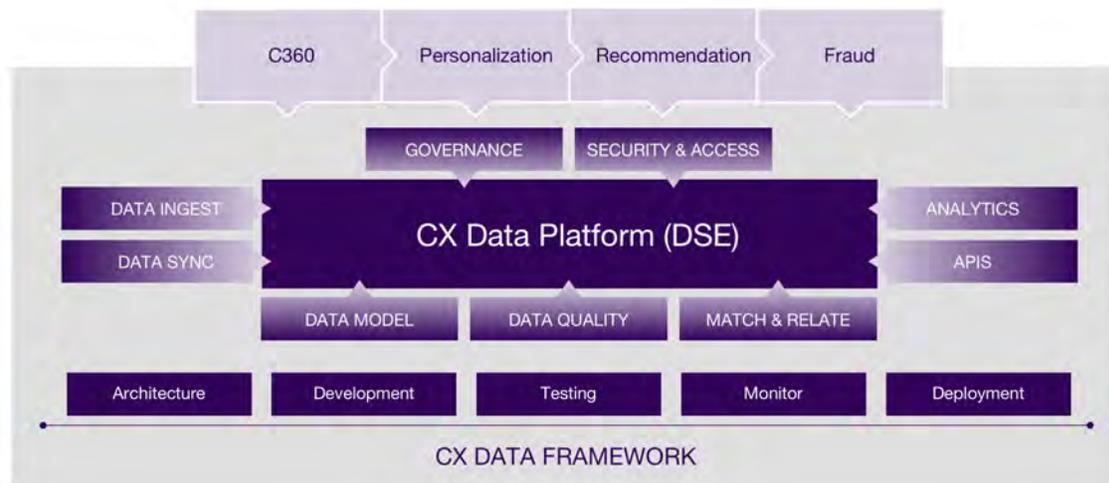
## Always-on data management for customer experience

The CX Data Solution is delivered with the DataStax Enterprise (DSE) data platform, plus world-class services and training from experts who have helped implement some of the largest real-time data architectures in the world, along with partner integration. By aligning industry-leading data technology with CX application design expertise, DataStax customers can accelerate their time to market with reduced risk and increased flexibility for their critical CX initiatives.



- **DataStax Enterprise:** The backbone of the solution is DataStax Enterprise, the always-on data management platform. With more than 500 customers in over 50 countries, the world's most innovative companies, such as Netflix, Safeway, ING, Adobe, Intuit, and eBay rely on DataStax Enterprise for their data management requirements. DSE is the foundation of the CX Data Framework.

### THE CX DATA FRAMEWORK, POWERED BY DATASTAX ENTERPRISE



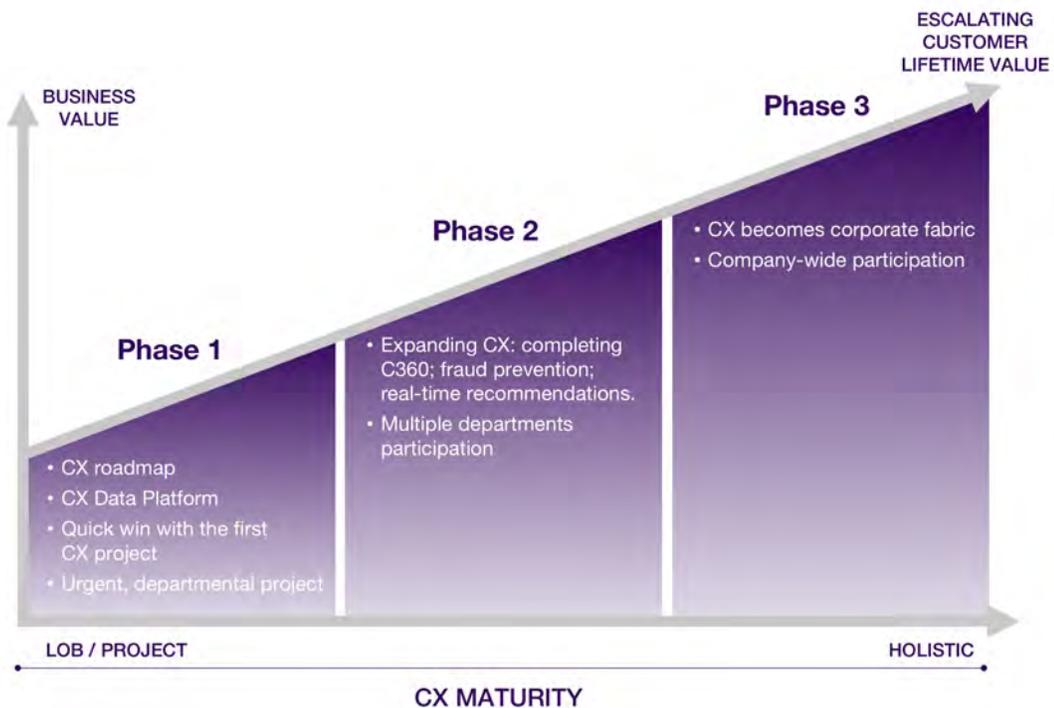
The CX Data Framework works with customers' systems for point-of-sale, compliance, master data management (MDM), and so on, to enable real-time customer experience, without ripping and replacing legacy systems.



We bring years of experience managing data at scale, and thus services are a key part of the solution. DataStax professional services cover the end-to-end roadmap of the CX initiative. This approach ensures the overall goals are firmly designed while establishing the path to quick wins to build positive momentum for the CX initiative. DataStax delivers instructor led courses covering DataStax Enterprise. DataStax Academy Live is your chance to get hands-on training designed for beginner and advanced developers to learn DataStax Enterprise's powerful always-on data platform. Training is delivered in a classroom setting by DataStax experts and culminates with a certification exam.

Finally, we provide 24x7x365 expert support for both production and non-production subscriptions. DataStax brings data management experience with hundreds of thousands of nodes with mission-critical reliability.

## DATASTAX: YOUR TRUSTED SOURCE FOR CX DATA MANAGEMENT



## Establishing the CX Fabric

Additionally, DataStax offers on-going CX professional services to guide you along the complete path of your CX data management journey. Along the way, DataStax will help you expand across different CX use cases until delivering amazing customer experience becomes part of your corporate-wide fabric. These services include data model and infrastructure design, deployment, testing and monitoring, integration, etc.

### About DataStax

It starts with a human desire, and when a universe of technology, devices and data aligns, it ends in a moment of fulfillment and insight. Billions of these moments occur each second around the globe. They are moments that can define an era, launch an innovation, and forever alter for the better how we relate to our environment. DataStax is the power behind the moment. Built on the unique architecture of Apache Cassandra™, DataStax Enterprise is the always-on data platform and has been battle-tested for the world's most innovative, global applications.

With more than 500 customers in over 50 countries, DataStax provide data management to the world's most innovative companies, such as Netflix, Safeway, ING, Adobe, Intuit, Target and eBay. Based in Santa Clara, Calif., DataStax is backed by industry-leading investors including Comcast Ventures, Crosslink Capital, Lightspeed Venture Partners, Kleiner Perkins Caufield & Byers, Meritech Capital, Premji Invest and Scale Venture Partners. For more information, visit [DataStax.com/customers](http://DataStax.com/customers) or follow us on @DataStax.