



MICROSOFT STRATEGIC DATA PARTNER

Striim Solutions for Retail and CPG

Striim’s unified data integration and data streaming platform connects clouds, data, and applications with unprecedented speed and simplicity to deliver the right data at the right time.

Retail and Consumer Packaged Goods (CPG) companies are facing new opportunities as e-commerce and supply chain demands continue to shift in a highly competitive marketplace. Internally, companies are breaking down silos to capture shipment, fulfillment, and broader business events across any environment. A superior consumer shopping experience comes from internal applications that drive digital transformation with true real-time analytics. To stay ahead of the competition, companies need to leverage technology solutions that help them gain insights from their data in real time and enable them to make informed decisions quickly.

Striim is a unified data integration and streaming platform that helps Retail and CPG companies address these challenges. By providing real-time data integration, analytics, and security features, Striim helps Retail and CPG companies gain a competitive edge in the fast-paced retail industry.

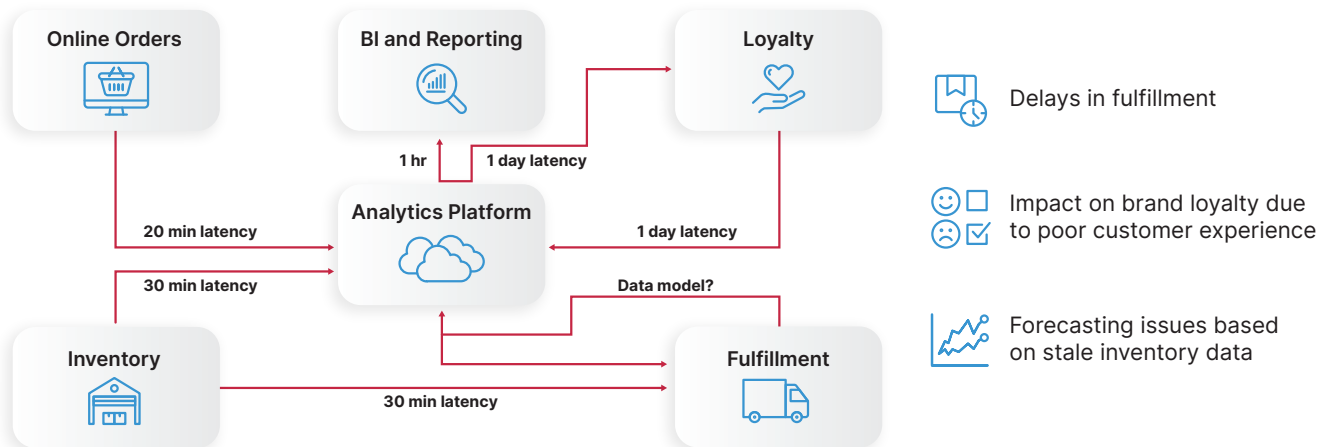
“Striim gives us a single source of truth across domains and speeds our time to market delivering a cohesive experience across different systems.”

Neel Chinta

Tech Senior Manager, Engineering
Macy’s



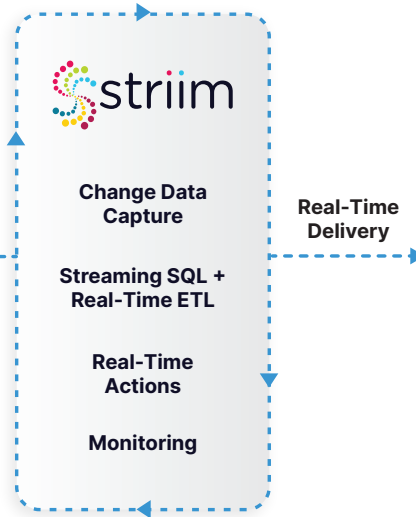
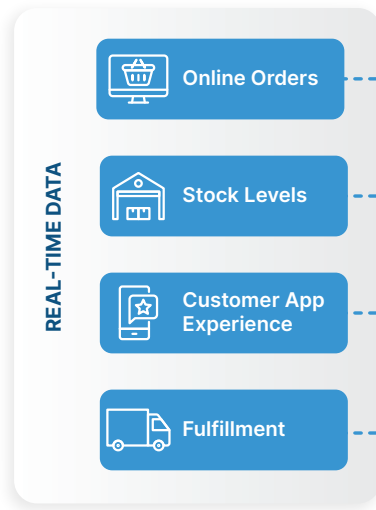
Siloed Data Negatively Impacts Operations



This graphic is for illustrative purposes only. Actual time delays and dependencies may vary.

Innovation With Real-Time Data

Operational Data



Data Products

DATA-DRIVEN CUSTOMER EXPERIENCE

- Real-time order updates
- Real-time inventory status
- Personalized offers



REAL-TIME BACKEND OPERATIONS

- Global fulfillment
- Inventory forecasting
- Real-time sales analytics

How Striim with Microsoft Azure Supports Retail and CPG Use Cases

Retail and CPG companies can use Striim to leverage the benefits of real-time data analysis and maximize Microsoft Azure technologies to solve a variety of use cases such as:

USE CASE 1: REAL-TIME, INTELLIGENT SUPPLY CHAIN MANAGEMENT

Challenge: Retailers need to manage inventory and supply chain in real-time to ensure timely fulfillment with changing consumer demand.

Solution: Striim can be used for real-time inventory management, monitoring sales data from multiple sources such as point-of-sale systems, online marketplaces, and social media. Striim can also provide low inventory or high-volume alerts. Microsoft Azure helps with visibility across end-to-end supply chain using retail cloud technology solutions that help rapidly analyze and generate insights, improve operations, reduce costs, and modernize business process.

Business Value: Striim's real-time inventory management use case helps retailers improve inventory accuracy, reduce stockouts and overstocks, and improve their bottom line.

USE CASE 2: CUSTOMER EXPERIENCE

Challenge: Consumers expect a seamless shopping experience across multiple channels, including online and offline, with personalized experiences bringing high-converting products directly to consumers.

Solution: Striim can monitor data across multiple channels and provide a unified view of the customer experience across every touchpoint. This can help retail

companies drive a consistent customer experience with personalization at every stage of the purchase process. Microsoft Azure helps delight customers with personalized multichannel retail experiences using cloud-based technology built on a secure, scalable infrastructure.

Business Value: Striim's platform can help companies provide personalized experiences to their customers by providing real-time insights into their preferences and behaviors.

USE CASE 3: REAL-TIME FRAUD DETECTION

Challenge: Retail and CPG companies are vulnerable to fraud, resulting in financial losses and damage to brand reputation.

Solution: Striim can be used to detect fraudulent transactions as they occur in real time, analyzing transactional data from multiple sources, at point-of-sale and online, to identify suspicious patterns and anomalies, alerting to potential fraud.

Business Value: Striim helps Retail and CPG companies detect fraud early, reducing financial losses. Companies can gain a competitive edge with quick, informed decisions and smooth-running operations.

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Tel: +1 650 241 0680
Email: sales@striim.com