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.
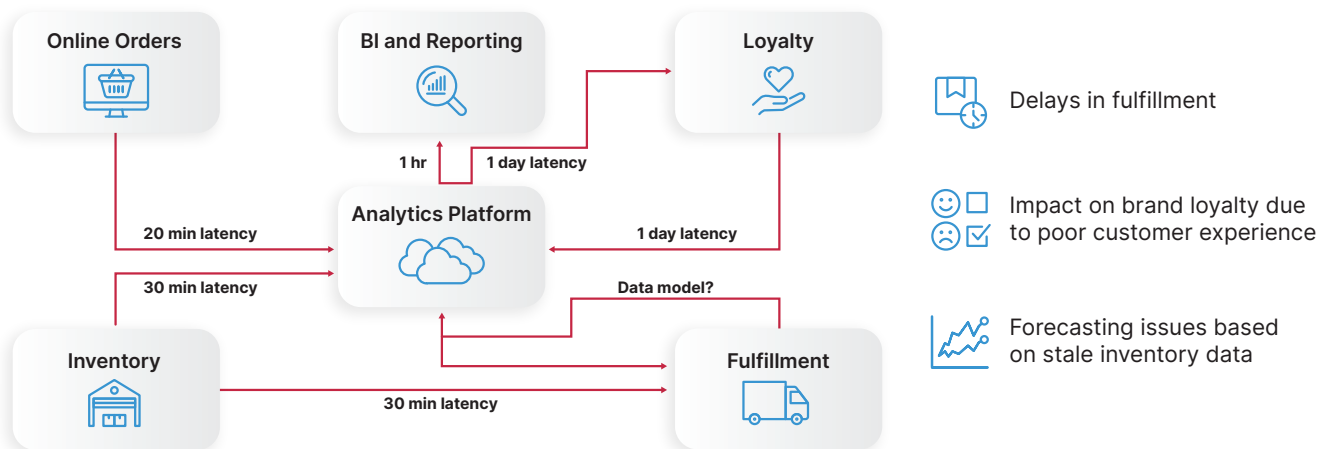
> "*Striim gives us a single source of truth across domains and speeds our time to market delivering a cohesive experience across different systems.*"
>
> **Neel Chinta**
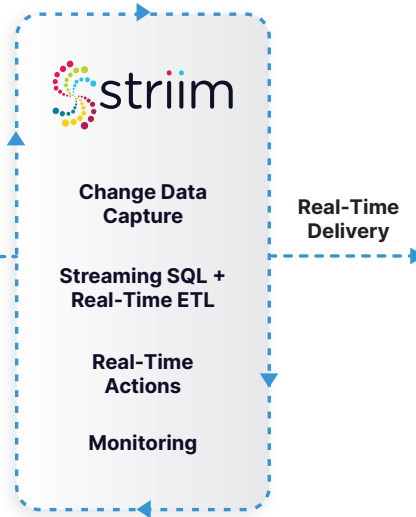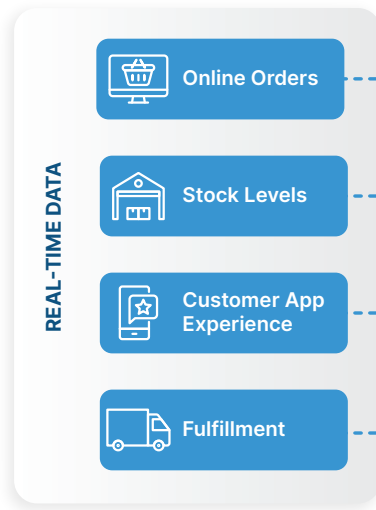> Tech Senior Manager, Engineering
> Macy's

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

Online Orders

Stock Levels

Customer App Experience

Fulfillment

REAL-TIME DATA

striim

Change Data Capture

Streaming SQL + Real-Time ETL

Real-Time Actions

Monitoring

Real-Time Delivery

Data Products

DATA-DRIVEN CUSTOMER EXPERIENCE

🔔 **Real-time order updates**

📦 **Real-time inventory status**

✉️ **Personalized offers**

Google Cloud · Microsoft Azure · aws

salesforce · snowflake · databricks

REAL-TIME BACKEND OPERATIONS

🌐 **Global fulfillment**

📊 **Inventory forecasting**

📈 **Real-time sales analytics**

How Striim Supports Retail and CPG Use Cases

USE CASE 1: REAL-TIME INVENTORY MANAGEMENT

Challenge: Retailers need to manage their inventory in real-time to continue timely fulfillment with changing consumer demand.

Striim Solution: Striim can be used to manage inventory in real time by monitoring sales data from multiple sources such as point-of-sale systems, online marketplaces, and social media. Striim can also provide alerts when inventory levels fall below a certain threshold or when a particular product sells faster than anticipated.

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

USE CASE 2: PERSONALIZED CUSTOMER EXPERIENCES

Challenge: Consumers expect a seamless shopping experience across multiple channels, including online and offline, and retailers need to provide personalized experiences to bring high converting products directly to consumers.

Striim 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.

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, which can result in financial losses and damage to brand reputation.

Striim Solution: Striim can be used to detect fraudulent transactions as they occur in real time. Striim can analyze transactional data from multiple sources such as point-of-sale systems and online marketplaces to identify suspicious patterns and anomalies. Striim can also trigger alerts to notify the relevant personnel when potential fraud is detected.

Business Value: Striim's real-time fraud detection use case helps Retail and CPG companies detect fraud early, reducing financial losses. With Striim, companies can gain a competitive edge by making informed decisions quickly and ensuring their operations run smoothly.

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go2.striim.com/free-trial