

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.

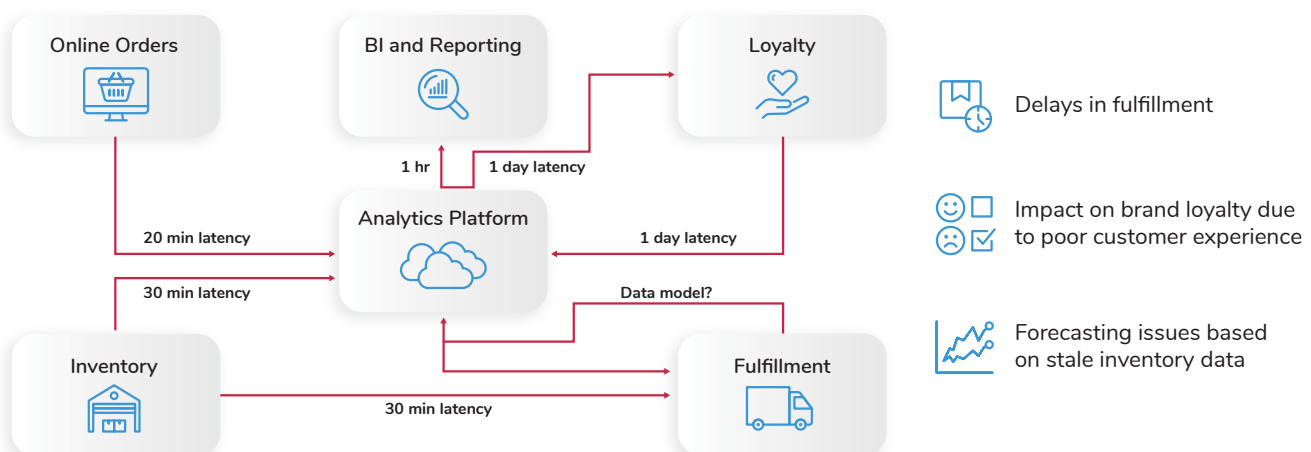
"Striim gives us a single source of truth across domains and speeds our time to market delivering a cohesive experience across different systems."

Neel Chinta

Tech Senior Manager, Engineering
Macy's



Siloed Data Negatively Impacts Operations

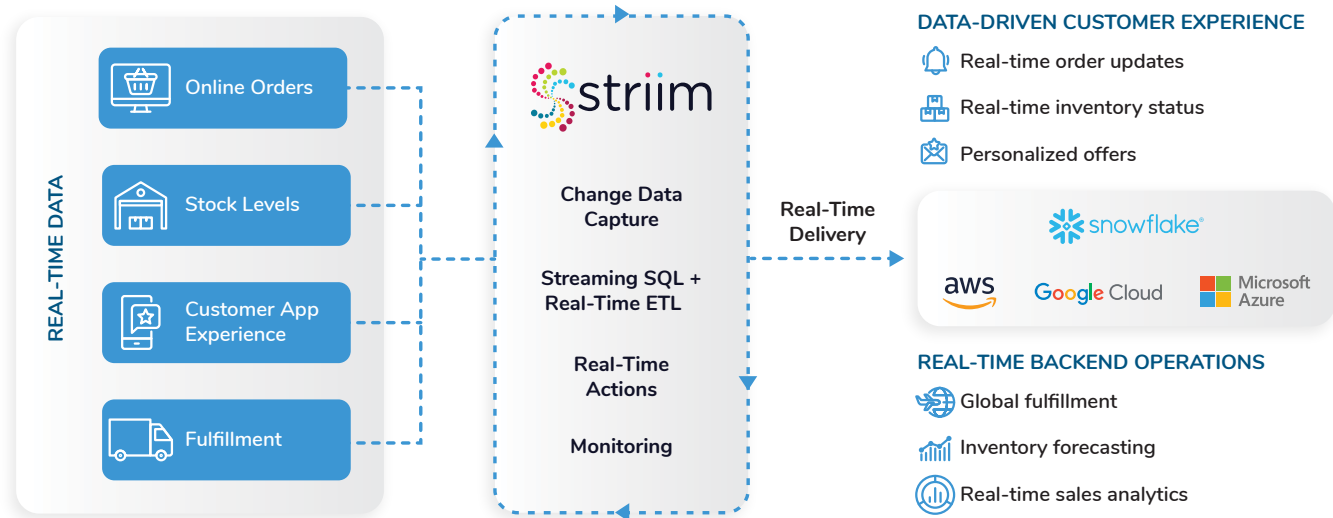


This graphic is for illustrative purposes only. Actual time delays and dependencies may vary.

Innovation With Real-Time Data

Operational Data

Data Products



How Striim with Snowflake Supports Retail and CPG Use Cases

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

USE CASE 1: REAL-TIME SUPPLY CHAIN MANAGEMENT

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

Striim 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. With Snowflake, you can improve demand forecasts with comprehensive visibility across the supply chain.

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: REAL-TIME FRAUD DETECTION

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

Striim 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.

USE CASE 3: CUSTOMER 360

Challenge: Amidst increasing competition and ever-changing consumer behavior, retail companies must personalize marketing campaigns to engage their audience and remain relevant to the latest trends of each customer.

Striim Solution: Striim can help retail companies optimize their marketing campaigns by unifying customer data across siloed systems in real time, while Snowflake helps enrich customer profiles, and enhance customer data governance. All helping retailers tailor marketing campaigns to specific segments and improve effectiveness.

Business Value: Striim enables Retail and CPG companies to build effective campaigns that increase brand awareness, customer engagement, and loyalty – ultimately having a positive impact on sales and revenue growth.

Learn more: www.striim.com/snowflake

Try for yourself: go2.striim.com/trial-snowflake



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