

# INCREASING RETAIL REVENUES WITH REAL-TIME, DATA-DRIVEN OPERATIONS

Mismanaged inventory, which includes overstock and understock items, has cost retailers ~\$1.4 trillion in lost sales in 2017\*. As a result, retailers are increasingly turning to new methods for more dynamic shipping models, specifically, shipping online purchases from stores in addition to warehouses, fully utilizing all assets and reducing delivery times and costs. Brands like Zara and Gap are already leading the charge, implementing full integrations between stores and e-commerce sites.

Despite huge revenue potential, most retailers still lack the technology required to make this vision profitable. The challenges are in attaining transparent connectivity between multiple stores, warehouses and online assets, continuously learning and predicting shopping trends and adjusting operations accordingly to accurately meet demand.

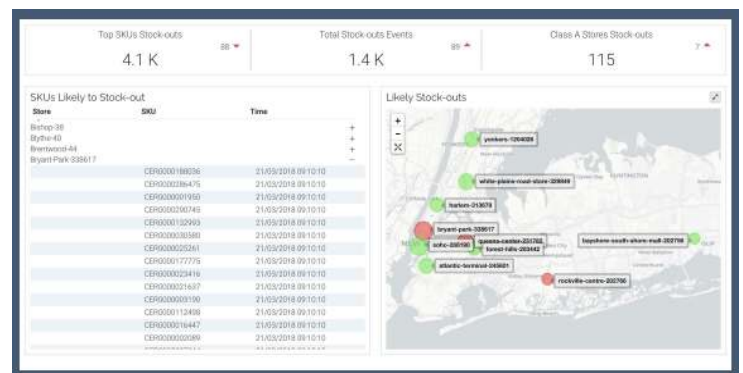
Iguazio provides a Continuous Data Platform which simplifies the development and deployment of real-time, data intensive and intelligent applications. With a real-time scalable database, integrated AI frameworks and serverless functions, customers generate immediate online dashboards which continuously track the inventory status, predict future demand and act accordingly. Real-time alerts and automated actions enable responsive shipping models, including efficient shipping from stores as well as warehouses, based on dynamic supply and demand data.

## REAL-TIME OPERATIONS

Iguazio correlates fresh, historical and operational multivariate data in real-time to support smarter decisions. Data is visualized with immediate online dashboarding, alerts are triggered if supplies are above or below a certain threshold and operations are dynamically managed accordingly.

## INTELLIGENT DECISION MAKING

Iguazio's Continuous Data Platform contains built-in machine learning tools such as Spark, TensorFlow, R and Python, and provides one place to run machine learning models from training to production. Predictive and real-time analytics enable more efficient distribution of supplies from warehouses and stores to customers and can determine which supplies are most likely to sell in specific areas.



Real-time Supply and Demand Dashboard

## SIMPLIFIED DEVELOPMENT

Iguazio's platform was designed to simplify complex tasks involving correlation of various data types in large volumes, AI and real-time performance. It provides a serverless engine - Nuclio - which automates maintenance and operations, allowing developers to focus on code and business logic.

## SELF-SERVICE MANAGEMENT

The Iguazio Continuous Data Platform is fully managed, including fine-grained security, high availability, scalability, managed data services, UI dashboards and automated IT operations, reducing the administrative burden of data pipelines.

\* According to IHL Group

## ABOUT IGUAZIO

The Iguazio Continuous Data Platform digitally transforms businesses by analyzing data from a variety of sources and types to create actionable insights. Through its platform, Iguazio simplifies the development and deployment of high-volume, real-time, data-driven applications across public clouds, edge and on-premises environments. Iguazio's customers operate in a wide range of industries such as retail, IIoT, smart mobility, telco and financial services. Backed by top VCs and strategic investors, the company is led by serial entrepreneurs and a diverse team of seasoned innovators in the USA, UK, Singapore and Israel.