

# Deliver Seamless Omnichannel Experiences with Real-Time Inventory

## Redis Enterprise for Real-Time Inventory

Fundamental parts of an omnichannel retail experience—such as shipping to and from stores, finding items by location, and reserving items online to be picked up in store—rely on real-time inventory systems. Without real-time inventory management that works at scale and ensures consistency across all your channels, you may frustrate customers, reduce brand loyalty, and miss out on sales.

Omnichannel shopping became the new normal for

# 66%

of consumers in 2020<sup>1</sup>

The average omnichannel customer makes purchases

# 70%

more often than the average offline-only shopper<sup>2</sup>

Among online consumers,

# 62%

want retailers to provide in-store inventory availability online<sup>3</sup>

## Optimizing inventory systems for the demands of modern retail

### Provide fast and accurate inventory lookups

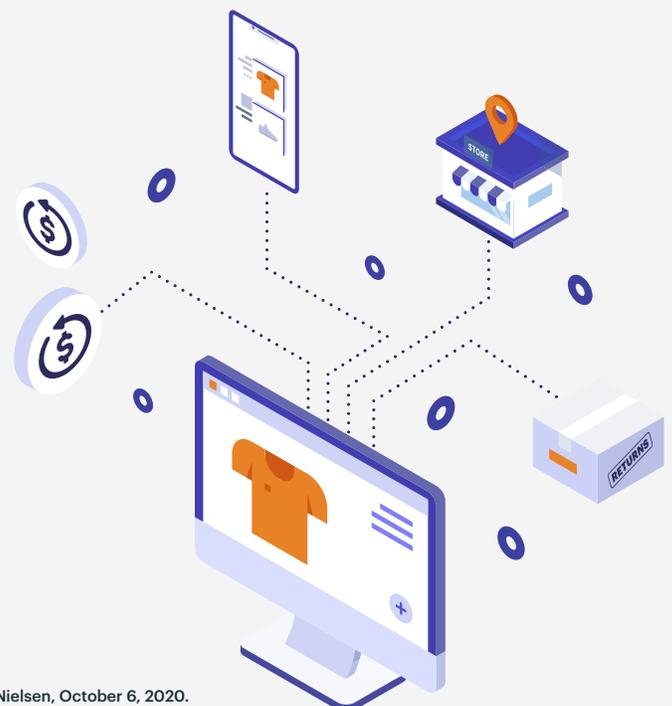
Delayed or inaccurate inventory information frustrates customers—lowering satisfaction, increasing cart abandonment, and raising costs.

### Support seasonal peaks without overprovisioning

To ensure that inventory updates can keep up with purchases during seasonal events and traffic spikes, a data layer with unmatched scalability is essential.

### Maintain consistent inventory views across channels

Delivering a true omnichannel retail experience requires data consistency and access to cross-channel data no matter where or how customers choose to shop.



<sup>1</sup> COVID-19 Has Flipped the Value Proposition of Omnichannel Shopping for Constrained Consumers, Nielsen, October 6, 2020.

<sup>2</sup> Ready to 'Where': Getting Sharp on Apparel Omnichannel Excellence, McKinsey, August 9, 2019.

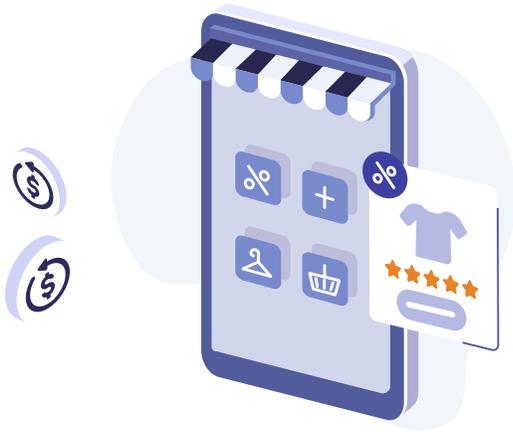
<sup>3</sup> Retailers Are Starting To Reap The Rewards Of Omnichannel Commerce, Forrester, March 26, 2020.

# How Redis Enterprise supports the demands of real-time inventory

Leading retailers rely on Redis Enterprise to build complex real-time inventory systems because it powers instant inventory searches, ensures high availability, and handles updates from globally distributed retail channels without compromising latency or availability.

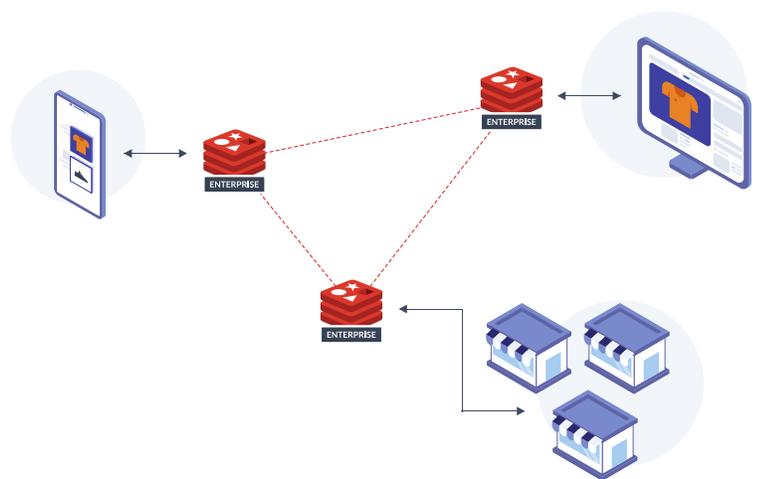
## Enable fast and accurate inventory searches with Search and Query

Inventory searches need to be fast and accurate so that customers have the most up-to-date view of items in stock. **Search and Query** provides instant indexing of new data and search queries in Redis that run **4x faster** than traditional search databases.



## Ensure business continuity and bi-directional inventory updates

Successfully delivering an omnichannel experience depends on the ability to maintain accurate inventory data between stores and enterprise systems at all times, even when one side becomes unavailable. Leveraging Redis Enterprise's **Active-Active Geo-Distribution** enables bi-directional inventory updates between store locations, while also providing automated failover.



## Gap relies on Redis Enterprise for real-time inventory search

We wanted a fast data layer to serve our data, we wanted to be able to search millions and millions of records really quickly...Redis checked all the boxes for us. The most important were high availability for the architecture out of the box, and a pluggable ecosystem to run all our modules seamlessly.

—Junaid Fakhruddin, IT Director of Product Architecture, Gap

## Keep inventory systems running during bursts of traffic

Scale on-demand with **zero downtime** to support increased traffic during big events like Black Friday without bringing down your application, losing data, or disrupting service.

Get started with Redis Enterprise

[redis.com/solutions/use-cases/real-time-inventory](https://redis.com/solutions/use-cases/real-time-inventory)

