redis

Accelerate Retail Transformation with Redis Enterprise

Retail is more competitive than ever

Modern retailers find themselves in a challenging marketplace, with e-commerce giants taking the lead in critical areas like delivery speed, product selection, and personalization.

9 in 10
shoppers will abandon a retail website if it is too slow[1]

>60%
of all customer shopping journeys involve some kind of digital channel[2]

40%
of consumers changed their purchasing habits during COVID-19[3]

With the rise of e-commerce giants and an increasing number of brands selling direct-to-consumer, retail is a constant struggle to keep prices low, store pages available, inventory updated, and experiences personalized—all while making sure that every part of the customer journey happens in real time.

Retailers must continually reinvent themselves in order to survive in this landscape, but many are still being held back by legacy technology platforms. To adapt to new opportunities and position themselves for long-term success, retailers must modernize every part of their environment—including the data layer.

How to survive the new world of retail

Scale painlessly during seasonal peaks

A data layer with real-time performance and unmatched scalability is essential to keep up with traffic spikes caused by seasonal events and high-demand product releases.

Deliver must-have e-commerce features

Retailers need to create superior customer experiences for critical aspects of their e-commerce services, such as website responsiveness, search results, inventory status, and checkout pages.

Drive business agility

The outbreak of a pandemic has accelerated the pace of transformation in the retail industry. Retailers need to drive innovation with new business models and technologies to stay relevant.
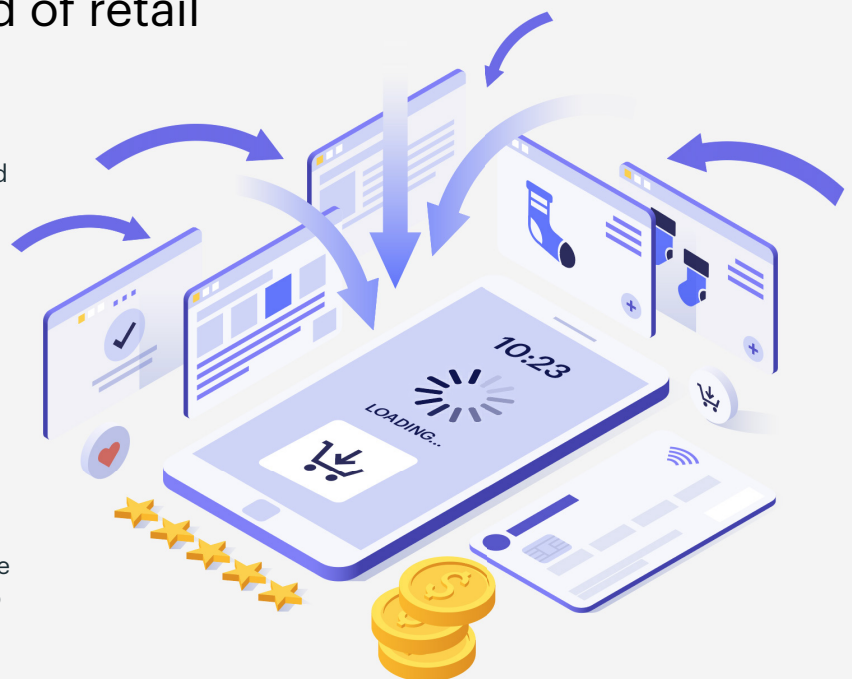
[1]"The Digital Experience: Retailers Who Neglect It Face Serious Consequences," Retail Systems Research, August 12, 2020.
[2]"Ready to 'where': Getting sharp on apparel omnichannel excellence," McKinsey, August 9, 2019.
[3]"Retail reimagined: The new era for customer experience," McKinsey, August 2020.

How Redis Enterprise powers real-time retail applications

Retailers need new capabilities to meet the demands of today's consumers. Redis Enterprise offers multiple data structures that deliver real-time performance and reliability across any environment to help organizations get the most value out of their data layer.

Support bursts of retail traffic with zero downtime

Redis Enterprise can be used as a highly scalable cache or primary database to ensure that retail applications and websites are always fast and responsive. It offers performance that scales linearly with zero downtime and high availability in any scenario with diskless replication, instant failure detection, and single-digit-second failover.

Staples

▶ **Redis Enterprise's stability and high performance brings Staples peace of mind**

Staples Business Advantage, the business contract division of leading office retailer Staples, Inc., needed to deliver sub-millisecond responses and scalability to its e-commerce customers. With Redis Enterprise, Staples was able to ensure consistently low latency for its online store and seamlessly scale, cluster, and shard its Redis databases.

Build instant retail experiences using modern data models

With multiple modern data models, Redis Enterprise delivers real-time performance to key parts of a retail journey—user sessions, product and cart searches, inventory management, and more.

GAP

▶ **Gap scaled inventory searches 100x with RediSearch**

With global operations across 3,100 retail locations and 9 distribution centers, Gap wanted a way to provide its online customers with real-time shipping information for items in their shopping carts. Using Redis Enterprise to power inventory searches yielded a 100x improvement in query response times for its e-commerce platform.

Speed time to market for new retail services

Redis Enterprise is available as a managed service across all major cloud providers to help your organization stay focused on driving innovation, rather than repetitive maintenance. Launch databases in the cloud in seconds, and leverage Active-Active Geo-Distributed Redis Enterprise for low latency and business continuity across geographic regions.
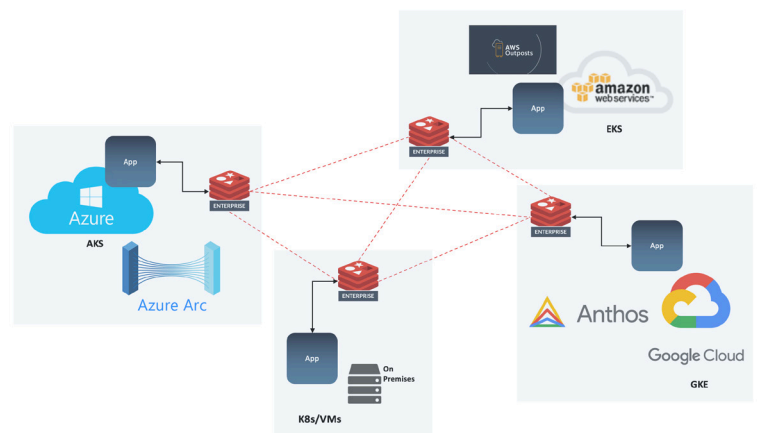
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