Enhanced Consumer Engagement in CPG and Retail

"With Consumer720 and HDP, consumers can now benefit by integrating social data with enterprise data to drive more profitable consumer relationships."

Duane Lynons
Practice Leader
Clarity Solutions Group

The increase in online transactions in the Consumer Packaged Goods and Retail space has led to a large influx of data and information about consumer's buying patters, behaviors and preferences. A key challenge for retail companies is the ability to leverage this content to gain a full understanding of consumer profiles, otherwise known as the 360-degree consumer view. Companies with the most comprehensive 360-degree view of their consumers are the ones that benefit from increased revenues and improved margins. A greater understanding of the consumer leads to the greatest business transformation.

There are two different types of consumer insights that are critical to creating a comprehensive consumer profile: Intra-enterprise insight and external insight. The intra-enterprise consumer insight includes both structured and unstructured data and some hurdles with this data include the ability to accurately identify consumers across silos, how to leverage holistic consumer data and large amounts of effort spent integrating the data. External consumer insights, typically gathered from mobile devices and social media, contain valuable information about buying behavior. The ability to leverage this information is still new for the majority of CPG and Retail companies and the data sample size can often prove daunting.

Clarity offers the Consumer720 that marries together the intra-enterprise and external consumer insights to create a robust, full view of a consumer's profile. Consumer720 in conjunction with Hortonworks® Data Platform (HDP™) integrates social media data with enterprise data. The holistic view of the consumer increases consumer acquisition, consumer retention and reduces costs.

The Consumer720 Model

Data Acquisition and Ingestion

Raw, complex data is captured from internal and external providers and sources. Consumer interactions are stored in a safe, optimized environment with minimal operational maintenance.
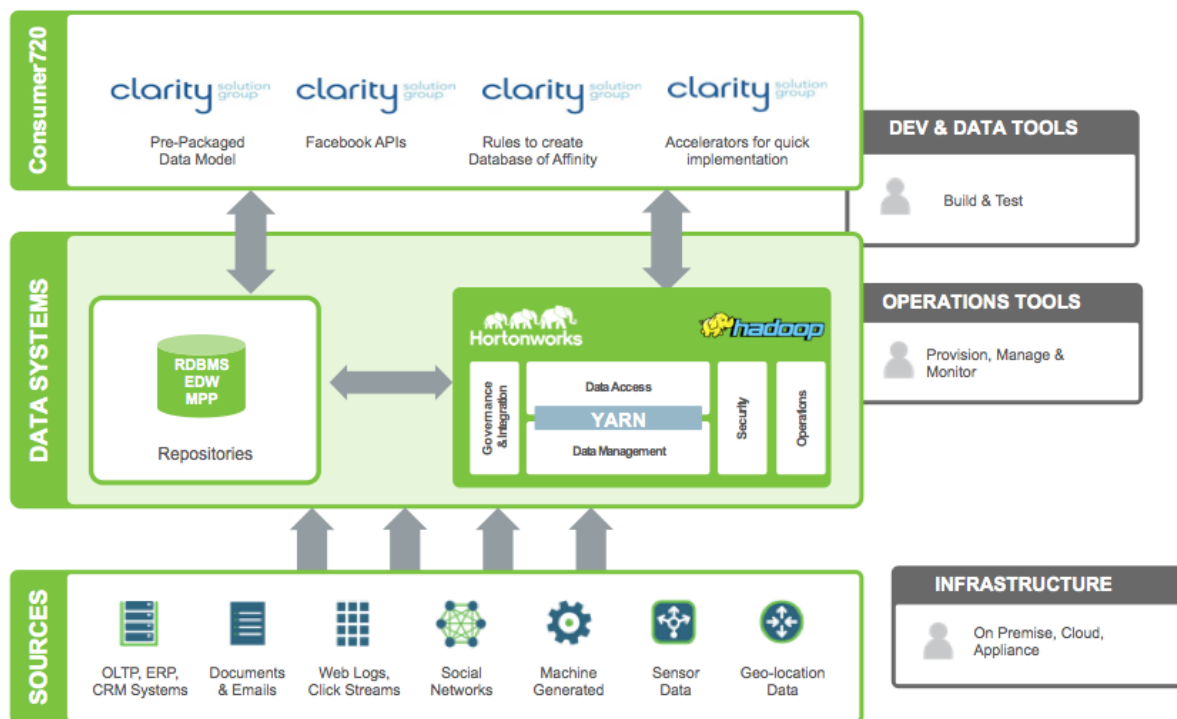
Content Management

Storage formats, retrieval access and compression are optimized to enable a scalable and cost-effective data management layer.

Rationalization and Engagement

Structured data analysis provides the rationalization of complex data collected that helps design improved consumer engagement processes and technologies.

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Clarity Solution Group in the Modern Data Architecture

Consumer720 and HDP: Clarity's Consumer720 solution leverages HDP to deliver comprehensive consumer profiles

Features and Benefits

- Maximize the benefits of social media with the integration of a variety of data types to deliver consumer insights
- Comprehensive analytics create a unified view of the consumer
- Predictive analytics helps to determine future consumer buying behavior
- Built for scale and performance based on Hortonworks Data Platform (HDP)
- HDP is built on YARN which enables multiple applications to access all the data stored in Hadoop through a centralized platform

Consumer720 and HDP

This solution of Consumer720 with HDP gives retailers a single view of their customer behaviors and allows them to store data longer. It also enables quick, unbiased snapshots of brand opinions expressed in social media. Retailers can analyze sentiment from Twitter, Facebook, LinkedIn or industry-specific social media streams. With a better understanding of customer perceptions retailers can align their communications, products and promotions.

Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.

For additional questions, contact:

- Clarity
  www.clarity-us.com
  (312) 288-8428
- Hortonworks
  www.hortonworks.com
  (855) 8-HORTON