

Boost sales in-store and online

Retailers Do Hadoop



When Hadoop is integrated with modern retail operations, it dramatically reduces the cost of capturing, ingesting, storing and analyzing data. This enables retailers to analyze enough data to make statistically confident observations on empirical retail data, rather than rolling the dice with customer panels, small samples and focus groups, to guess what drives sales.

Applications in retail include:

Build a 360° View of the Customer

Retailers interact with customers across multiple channels, yet customer interaction and purchase data is often isolated in data silos. Few retailers can accurately correlate eventual customer purchases with marketing campaigns and online browsing behavior.

Apache™ Hadoop® gives retailers a 360° view of customer behavior. It lets them store data longer and identify phases of the customer lifecycle. Better customer analytics help increase sales, reduce inventory expenses and retain the best customers.

Analyze Brand Sentiment

Enterprises lack a reliable way to track their brand health. It's difficult to analyze how advertising, competitor moves, product launches and news stories affect a brand. And internal brand studies can be slow, expensive and flawed.

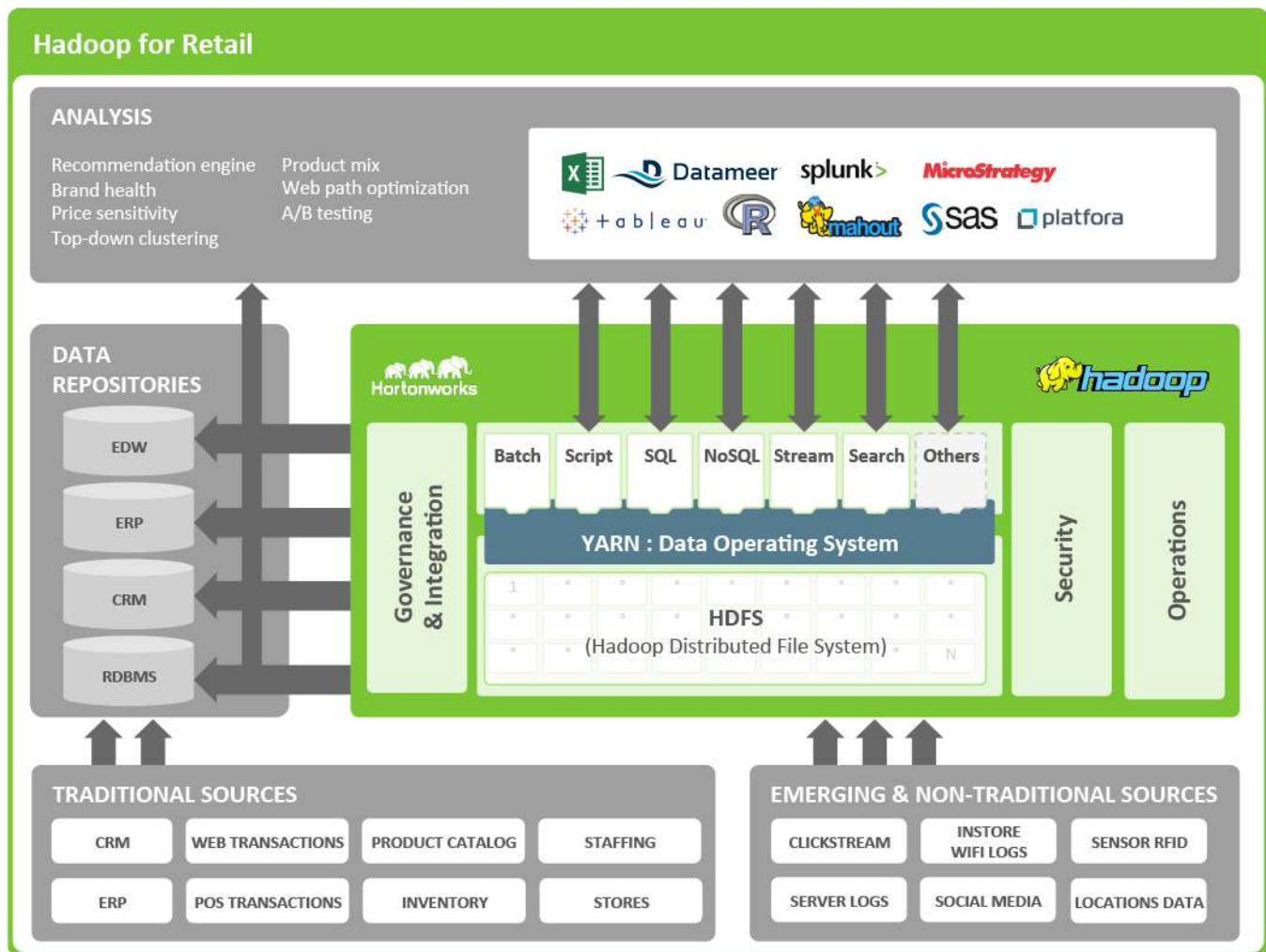
Apache Hadoop enables quick, unbiased snapshots of brand opinions expressed in social media. Retailers can analyze sentiment from Twitter, Facebook, LinkedIn or industry-specific social media streams. With a better understanding of customer perceptions, retailers can align their communications, products and promotions with those perceptions.

Localize and Personalize Promotions

Retailers that can geo-locate their mobile subscribers can deliver localized and personalized promotions. This requires connections with both historical and real-time streaming data.

Apache Hadoop brings the data together to inexpensively localize and personalize promotions delivered to mobile devices. Retailers can develop mobile apps to notify customers about local events and sales that align with their preferences and geographic location—even down to a particular section in a specific store.

Hortonworks Data Platform 2.0



Apache™ Hadoop®: Enterprise-class, Enterprise-ready

Apache™ Hadoop® has evolved significantly to meet enterprise requirements, and now encompasses the functional areas that are foundational to any platform technology.

Data Management

Store and process vast quantities of data in a scale-out storage layer.

Data Access

Access and interact with your data in a wide variety of ways—spanning batch, interactive, and real-time use cases.

Data Governance and Integration

Quickly and easily load data, and manage according to policy.

Security

Address requirements of Authentication, Authorization, Accounting and Data Protection.

Operations

Provision, manage, monitor and operate Hadoop clusters at scale.

Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Our distribution of Apache Hadoop, Hortonworks Data Platform, 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.

To learn more, visit
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