

# The Dawn of Retail & Consumer Goods Renaissance

Real-time analytics and connected data drive retail

Data is transforming retail and consumer goods, as the potential impact to the retail environment is projected to exceed \$1.2T by 2025. This extraordinary accomplishment can only be realized by harnessing data and the digital interconnection by more effectively empowering shoppers and converting them into engaged, loyal customers; delivering timely, personalized customer experiences and informed decisions — at the “moment of truth”; delivering relevant content, knowledge and communications in-store and to consumers anytime, anywhere; and delivering the brand promise [with responsive fulfillment, supply chain, customer service, and sales visibility. Data provides capabilities, but the challenge retailers now face today is preventing vendor technology lock-in, managing the volume of data growth, new and diverse data sources, and an increasing reliance on real-time and streaming data.

Cloudera offers an end-to-end data management and analytics platform that enables Retail and Consumer Packaged Goods (CPG) to ingest, process, store, analyze, and model any type of data (structured, unstructured, or semi-structured data), anywhere — at the edge, on-premise at the brick and mortar store, or in any public, private, or hybrid cloud. Cloudera offers an integrated suite of proven and open data management tools and analytics engines to drive insights and action in real-time to enable some of the most compelling retail use cases and drive measurable value for the business.

## How Cloudera Enables Retailers

Today, 17 of the top 20 leading retailers around the globe rely on Cloudera to enable data-driven use cases that are transforming the retail industry. Here is a summary of some of the key data-driven use cases in retail:

Personalized Interactions	Customer Centric Merchandising	Supply Chain Agility	Reimagining Stores
<ul style="list-style-type: none"> <li>• Customer profiles</li> <li>• Next best offers</li> <li>• Social listening, engagement</li> <li>• Relevant contextual content</li> </ul>	<ul style="list-style-type: none"> <li>• Dynamic pricing</li> <li>• Localized assortment</li> <li>• Distinctive product development</li> <li>• Demand forecast accuracy</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory visibility</li> <li>• Network optimization</li> <li>• Labor optimization</li> <li>• Fulfillment route optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Frictionless commerce (payment &amp; pick-up)</li> <li>• Customer behavior analytics</li> <li>• Real-time stock response</li> <li>• Loss prevention</li> </ul>

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17 of the world’s top 20 global retailers rely on Cloudera

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10 of the global top 20 CPGs rely on Cloudera

Industry Dynamics

- **90%** of consumers say personalization positively affects their purchase behavior, drives return visits. (Data Candy)
- Digital supply chains respond **25%** faster due to real-time information. (BCG)
- **91%** of organizations struggle to reach data maturity (Gartner)

## What Cloudera Offers Retail & CPG Organizations

Cloudera offers an end-to-end data management and analytics platform that can help retailers and CPG organizations drive insights and action from any data, anywhere, in real-time.

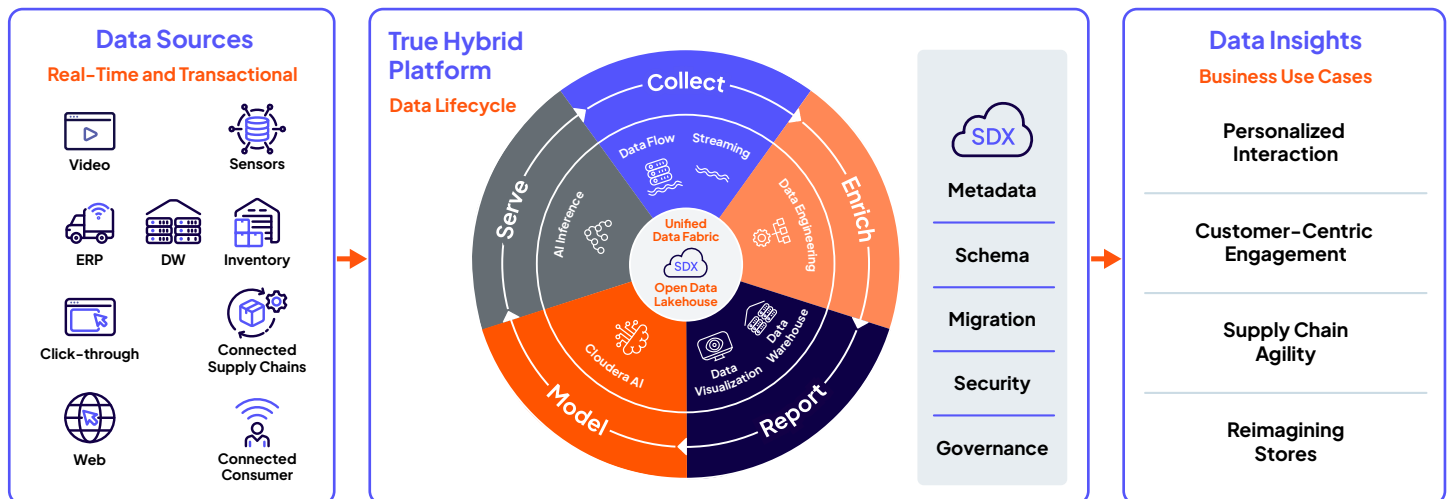
- Ability to **ingest, process** and **analyze** high volumes of **real-time** data from any source — beacons, RFID tags, robotics, computer vision, historians, ERP and SCM systems, historical archives, master data management databases, fleet vehicles, or associate wearables.
- Offer massively distributed storage and processing engines for large data sets to execute a wide range of data processing workloads.
- Enable **predictive analytics** or apply **machine learning algorithms** to petabytes of data, while maintaining strict enterprise data security, governance, and compliance, audit trails across on-premise and cloud hybrid environments.
- Provide multiple analytical options to drive insights, intelligence, and action from data at the edge, on premise, or in any public, private, or hybrid cloud.

## 100% Open

A platform that is 100 percent open source, supporting your objectives to avoid vendor lock-in and accelerates enterprise innovation.

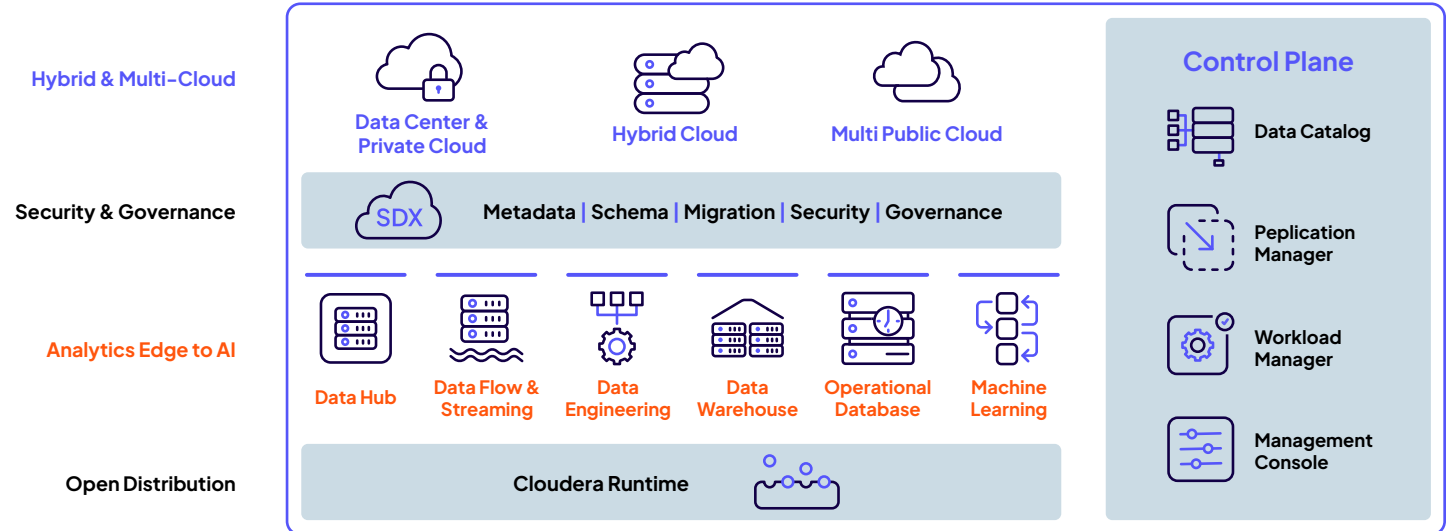
- Open source prevents vendor lock-in
- Open compute enables efficient server, storage, and infrastructure designs for scalable computing
- Open architecture mitigates interoperability concerns
- Open APIs with visualization-agnostic tools
- Open cloud enables a cloud-agnostic approach

## Multi-Functional Platform to Drive Outcomes for Retail



## Cloudera

Cloudera is the only true hybrid platform, offering a full range of analytic capabilities from the Edge to AI. Cloudera delivers powerful self-service analytics across hybrid and multi-cloud environments. Cloudera delivers a powerful platform that can collect, process, manage, analyze, and model any data, anywhere to drive actionable insights and predictive analytics. And it's built 100% on open source.



Cloudera SDX provides enterprise-grade security and governance on all data including metadata, with dedicated, integrated interfaces to manage it. Data security, governance, and control policies can be set once and consistently enforced everywhere, reducing operational costs and business risks while also enabling complete infrastructure choice and flexibility.

To learn more about how Cloudera drives outcomes for retail visit <https://www.cloudera.com/solutions/retail.html>.

## CLouDERA

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Cloudera is the only true hybrid platform for data, analytics, and AI. With 100x more data under management than other cloud-only vendors, Cloudera empowers global enterprises to transform data of all types, on any public or private cloud, into valuable, trusted insights. Our open data lakehouse delivers scalable and secure data management with portable cloud-native analytics, enabling customers to bring GenAI models to their data while maintaining privacy and ensuring responsible, reliable AI deployments. The world's largest brands in financial services, insurance, media, manufacturing, and government rely on Cloudera to be able to use their data to solve the impossible—today and in the future.

To learn more, visit [Cloudera.com](https://www.cloudera.com) and follow us on [LinkedIn](#) and [X](#).