GIGASPACES



Rapidly launch new offers across retail channels with SmartDIH

Many retailers are constrained by layers of aging, outdated and siloed backend systems. Others have grown through M&A and developed ecommerce portals in parallel to their brick-and-mortar footprint. The result is a highly complex network of segregated backend systems which is unable to provide the end-to-end data access, visibility and coherence required to innovate new offers consistently across all retail channels. This technical debt limits retailers' ability to respond to market demands and innovate agilely in a responsive, flexible way.

SmartDIH: The Data Innovation Platform that Drives Agility at the Edge

SmartDIH is an is an operational data hub that allows retailers to sidestep the constraints of fragmented, aging backend systems and develop new offers agilely at the edge over a central data innovation platform.

SmartDIH consolidates data and business logic in real-time from multiple back-end systems into a low-latency, scalable, high performance data layer that exposes data APIs directly to retail front end channels. This decoupled, event-driven architecture, combined with low code data APIs, enables IT teams to respond rapidly to requests for data APIs from business teams eager to launch new offers across multiple channels as quickly as possible.

SmartDIH helps leading US retailer to scale x100 on peak shopping days

A leading US retailer, with over 1,800 storefronts and a massive online presence, recently spun off from their parent company. They used the opportunity to redesign their data architecture, and let go of legacy, siloed systems.

Deploying SmartDIH on Azure has enabled them to execute their cloud strategy by decoupling backend systems from front end digital apps.

The retailer now has a unified view of all business entities, can develop and launch new offers agilely and rapidly while scaling to serve millions of customers when demand surges – without the risk of overloading backend systems.

SmartDIH offers an innovation platform built for business agility:

Drive revenue by enabling the speedy release of new offers across all retail channels in hours



Easily develop and launch new offers at the edge over consolidated real-time operational data and business logic



Integrate data APIs with front-end apps, across all retail channels, in hours



Reduce reliance on legacy systems by developing new offers at the edge

Offer a harmonized responsive shopping experience across all retail channels and regions



Roll out and replicate new offers across all retail channels efficiently and consistently by running business logic on consolidated operational data over a central innovation platform.

Scale to meet shopping peaks

Ensure shoppers get a superb experience even during peak shopping loads and support millions of concurrent transactions and users



Scale your IT footprint to meet business demands and address shopping peaks



Prevent overload by reducing the number of API calls to backend systems

About GigaSpaces

GigaSpaces is a global pioneer in in-memory computing, building one of the market's first Digital Integration Hubs, an out-of-the-box solution that simplifies organizations' digital transformation, enabling them to develop and launch digital services at a rapid pace. The company's flagship product is Smart DIH - an operational data hub that powers real-time modern applications. It unleashes the power of customers' data by transforming data silos into assets, turning organizations into digital-first, data-driven enterprises.

GigaSpaces serves customers such as American Airlines, Morgan Stanley, Bank of America, CSX, Goldman Sachs, Societe Generale, Credit Agricole, Avanza Bank, Avaya, CLSA, and UBS. GigaSpaces is an IBM Gold Partner and has business partnerships with Boomi, Capgemini, and Cognizant. For more information visit www.gigaspaces.com