

# Drive Retail Innovation with Couchbase and AWS

## VALUE TO AWS SELLERS

- Couchbase clusters can (and do) expand into thousands of node instances
- Deal velocity for Capella land and expand
- Major migration and modernization opportunities for AWS to partner with Couchbase
- Private offers are the preferred transaction route for Couchbase sellers
- Private offers are compensation positive for Couchbase sellers

## AWS FIELD ALIGNMENT PROGRAMS

- ISV Accelerate +
- SaaS Revenue Recognition
- AWS Marketplace Seller
- Workload Migration Program
- Data & Analytics Competency
- Linux2 Service Ready
- Local Zones, Wavelength, Graviton, Outposts Service Ready

## Couchbase and AWS

Couchbase helps enterprises address the growing data challenges of AI development and deployment and streamline how they build secure, agentic AI applications at scale. With seamless AWS integration, our scalable, high-performance data solutions empower generative AI-powered applications, driving increased cloud consumption, accelerating customer innovation, and delivering exceptional value to our shared customers within the AWS ecosystem. By unifying data and AI models on a single platform, we simplify workflows, enabling enterprises to maximize value and push the boundaries of generative AI.

## What is Couchbase?

Couchbase is a versatile NoSQL database that delivers fast, scalable, and flexible data solutions tailored for modern applications. It provides seamless scalability, real-time data management, and mobile synchronization. Couchbase's memory-first architecture allows for low-latency, high-throughput operations, making it ideal for handling dynamic shopping interactions and personalized experiences in retail. Its flexible JSON model allows developers to implement updates and adjustments without disrupting applications, while its integration across cloud, edge, and mobile environments ensures consistent and reliable shopping experiences.

## Why Couchbase and AWS for Retail Companies?

Together, Couchbase and AWS deliver a powerful solution for retail companies aiming to achieve global reach, seamless scalability, and real-time data access across digital and in-store product catalogs. AWS provides robust infrastructure and high availability, while Couchbase's memory-first architecture delivers real-time, accurate product availability, and personalized interactions that retail customers expect. Couchbase and AWS enable retailers to handle high traffic volumes, deliver consistent omnichannel experiences, and reduce operational costs, all within a secure, scalable platform.

## Industry Challenges

- **Handling Peak Traffic** – Retailers experience traffic spikes during peak sales seasons, product launches, or promotions. Without scalable infrastructure, these surges can lead to slow load times, cart abandonment, and lost sales. Couchbase's distributed architecture and in-memory caching allow retailers to handle high traffic volumes, maintaining performance and optimizing costs through AWS Auto Scaling.
- **Real-Time Inventory Management** – Accurate inventory levels across e-commerce, mobile, and in-store systems are critical for meeting customer expectations. Disconnected systems lead to overselling, stockouts, and customer dissatisfaction. Couchbase and AWS provide real-time data sync across all channels, ensuring accurate product availability with AWS's multi-region support for global consistency.

## COUCHBASE ON AWS MARKETPLACE

### Couchbase Capella

A fully-managed, AI-ready  
Database-as-a-Service on AWS

### Couchbase Server

Self-managed database  
deployable on AWS

### Couchbase Mobile

A mobile database platform  
that includes a cloud  
database, an embedded  
database, and automatic  
data sync

## CONNECT WITH OUR TEAM!

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- **Personalization at Scale** – Today's shoppers expect personalized recommendations and offers. Lacking real-time data limits a retailer's ability to engage customers meaningfully. Couchbase's flexible JSON model, combined with AWS's machine learning tools, supports dynamic personalization, enhancing customer engagement, and driving sales.
- **Unified Customer Experiences Across Channels** – Customers often switch between online, mobile, and in-store shopping. Disjointed systems can cause inconsistent pricing, inventory availability, and order delays. With Couchbase's data synchronization and AWS's global infrastructure, retailers can provide a seamless omnichannel experience with consistent product, pricing, and promotions across all platforms.

## Key Benefits of Couchbase and AWS for Retail Industry

- **Customer Profile Management and Personalization** – Couchbase enables retailers to manage comprehensive customer profiles, including purchase history and individual preferences. By leveraging AWS's AI and ML capabilities, Couchbase provides tailored recommendations, supporting customer loyalty and increasing revenue.
- **Real-Time Inventory and Demand Forecasting** – Couchbase synchronizes inventory data across all channels in real time, helping retailers avoid stockouts, and overselling, and ensuring a smooth shopping experience for customers. Paired with AWS's analytics services, retailers gain insights into demand patterns, aiding in better decision-making, and resource management.
- **Omnichannel Consistency** – Couchbase maintains a consistent flow of product information, pricing, and promotions across online and in-store channels, supported by AWS's global infrastructure for consistent performance, enabling retailers to deliver a unified brand experience.
- **Scalability and 24/7 Availability** – Couchbase and AWS together ensure high availability, handling millions of concurrent users with AWS Auto Scaling and Elastic Load Balancing, while maintaining continuous uptime for a reliable customer experience.

## Couchbase Retail Customers

T O M M Y  H I L F I G E R

trendyol

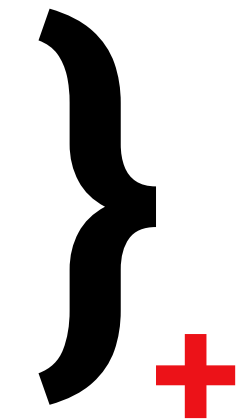
K E R I N G  


A P T 

 U A N T I C <sup>®</sup>



CREW CLOTHING COMPANY



Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase's mission is to simplify how developers and architects develop, deploy and run modern applications wherever they are. We have reimagined the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications.

For more information, [visit www.couchbase.com](http://www.couchbase.com) and follow us on X (formerly Twitter) @couchbase.

