Couchbase

With Couchbase

- ☑ **Deliver engaging customer experiences at every touchpoint**

- ☑ **Speed time to market and competitive innovation**

- ☑ **Easily accommodate surges in demand and volume**

- ☑ **Quickly adjust to product and pricing changes**

- ☑ **Provide personalized recommendations in real time**

Driving Engagement and Transformation in eCommerce

A successful eCommerce strategy must deliver both engaging digital experiences that drive customer acquisition and retention as well as the flexibility to easily scale to accommodate growing demand.

In the digital era, consumers have high expectations for their buying experience – and low tolerance for frustrating shopping experiences – whether it's in person, on the web, or on their mobile device. Companies face increasing demands to deliver fast, personalized, and context- and location-aware buying experiences while simultaneously managing growing volumes of users and data.

These pressures create a new set of requirements for the system of record database, including relational and legacy technologies. By overcoming them, businesses can build engaging, responsive, and scalable web, mobile, and IoT applications.

Top Challenges for eCommerce Leaders

- Creating superior, omnichannel customer experiences wherever, whenever, and however users shop
- Scaling to meet the demands of an ever-increasing number of online products, customers, partners, query and data volumes
- Employing a flexible application and database platform that can evolve at the speed of business for faster times to market and improved competitive advantage
- Overcoming complex high availability and disaster recovery challenges to keep eCommerce channels available 24/7
- Orchestrating seamless delivery to customers despite global product and service distribution
- Supporting unpredictable demand and sudden price/offering changes with agility, such as on Black Friday and Cyber Monday
- Managing costs of legacy technologies and infrastructure, especially at scale

Couchbase provides a data platform that powers fully engaging experiences expected by today's eCommerce consumers. Including a NoSQL document database, a native mobile database, a synchronization gateway, and Big Data/SQL integrations, Couchbase delivers a true system of engagement database that provides the flexibility and scalability required to support omnichannel B2C, B2B, and C2C shopping experiences.

The Couchbase Solution

- Provides a single data platform that can deliver engaging omnichannel eCommerce experiences at every touchpoint and every connected device
- Speeds time to market with a flexible platform for database and application design
- Accommodates surges in demand and volume with elastic, seamless scalability
- Adjusts quickly to product and pricing changes through schemaless design
- Supports 24/7 sales, improving availability and data locality through bidirectional replication
- Provides personalized next-best offer/next-best action recommendations in real time
- Keeps customer data safe with built-in enterprise-level security throughout the entire platform

Business Use Cases

🛒 Shopping carts

✂️💲 Product and pricing catalogs

📱 Next-best offer/Next-best action personalization

📶 In-store IoT

💲📱 Mobile wallet

👤VIP Reward and loyalty program management

💬★★★★ Product reviews and ratings

🖱️ Click-and-collect delivery

📈 Peak load management

Customer Success Stories

TESCO U.K. mega-retailer Tesco included Couchbase as part of its initiative to drive greater agility and data sharing across multiple channels. With 10 million products, Couchbase supports Tesco's product catalog by capturing multiple data structures (SKUs, product and accounting hierarchies, GTINs – barcodes, ISBNs, etc.) and scaling to support 35,000 requests per second.

DODDLE Click-and-collect expert Doddle makes it easier to shop online by providing online customers from any retailer with convenient places to pick up or return packages. With Couchbase's ability to seamlessly manage data on mobile devices, staff can now serve customers whether online or offline. In addition, Couchbase technology has enabled the company to grow at a rapid pace, and has helped reduce the time to open new stores from 6 weeks to 14 days or less.

CARS.COM Cars.com realized it needed a better way to manage data assets, flexibly evolve them for new use cases, and easily ingest massive amounts of new data. Cars.com selected Couchbase for a variety of mission-critical projects, including data-rich vehicle listings for an ever-changing inventory of 5 million vehicles, extremely flexible user profiles, and product data and metrics for both internal and consumer use.

STAPLES Global office supply retailer Staples needed to better manage personalized catalogs for B2B shoppers online, a practice that involved 1.6 billion rules processed in real time. With Couchbase, Staples gained the ability to simplify management of its customized catalogs while adding performance, boosting scalability, and improving reliability, resulting in a better user experience for its business customers.

About Couchbase

Couchbase delivers the database for the Digital Economy. Developers around the world choose Couchbase for its advantages in data model flexibility, elastic scalability, performance, and 24x365 availability to build enterprise web, mobile, and IoT applications. The Couchbase platform includes Couchbase, Couchbase Lite - the first mobile NoSQL database, and Couchbase Sync Gateway. Couchbase is designed for global deployments, with configurable cross data center replication to increase data locality and availability. All Couchbase products are open source projects. Couchbase customers include industry leaders like AOL, AT&T, Cisco, Comcast, Concur, Disney, Dixons, eBay, General Electric, Marriott, Nordstrom, Neiman Marcus, PayPal, Ryanair, Rakuten / Viber, Tesco, Verizon, Wells Fargo, as well as hundreds of other household names. Couchbase investors include Accel Partners, Adams Street Partners, Ignition Partners, Mayfield Fund, North Bridge Venture Partners, Sorenson Capital and WestSummit Capital.