

CATALOG & INVENTORY MANAGEMENT

Deliver relevant product content and real-time inventory availability

Key benefits

- Manage product and inventory data with one platform
- Reduce time to market for new products or customer journeys
- Support usage spikes in product demand due to seasonality
- Deliver always-available product and inventory information

“What we value most about Couchbase is the predictable performance we get along with scalability, either horizontal or vertical, and that we can liberate Couchbase in some quite complex topologies.”

– Vincent Bersin,
Technical Leader

AMADEUS

Delivering a responsive and reliable catalog and inventory solution

Businesses with large and dynamically changing portfolios require an agile and flexible data infrastructure that allows them to deliver a responsive customer experience, relevant product content, and a reliable real-time view of inventory and availability so they can drive customer interactions to real transactions.



Combine new and changing forms of product content with real-time inventory information

Built on the most powerful NoSQL technology, the Couchbase Data Platform combines product and inventory information in real time, scales easily to millions of products and requests per second, delivers low-latency access, and presents the right data at the right time – all to deliver a superior customer experience.

Components of a Catalog & Inventory Management solution

Product/pricing services

Couchbase gives you the agility and flexibility to combine new and changing forms of product and pricing data with real-time ATP inventory information, from any number of sources, to deliver a responsive and reliable catalog.

Media/content catalog

Couchbase’s flexible JSON schema and multiple access patterns, from structured query to full-text search through ad hoc analytics, make it easy to store and serve index and metadata about a wide array of static content like SKU information, location data, product descriptions, and more.

Recommendation engine

Track and store sessions and telemetry data for contextual ad placement and/or real-time product recommendations. With built-in analytics, eventing, and robust support for Kafka, Spark, and other big data integrations, Couchbase provides a single solution to capture and analyze customer actions in real time so you can deliver relevant and timely recommendations and ads.

amadeus

Provides real-time pricing, booking, and ticketing services to travel providers around the world

TESCO

Centrally stores and manages data for millions of products leveraged across the company



Powers innovative digital showrooms, giving retailers access to its catalog while accelerating time to production and minimizing green waste



Streams content catalogs while maintaining performance at scale to deliver a superior viewing experience, regardless of spikes in demand

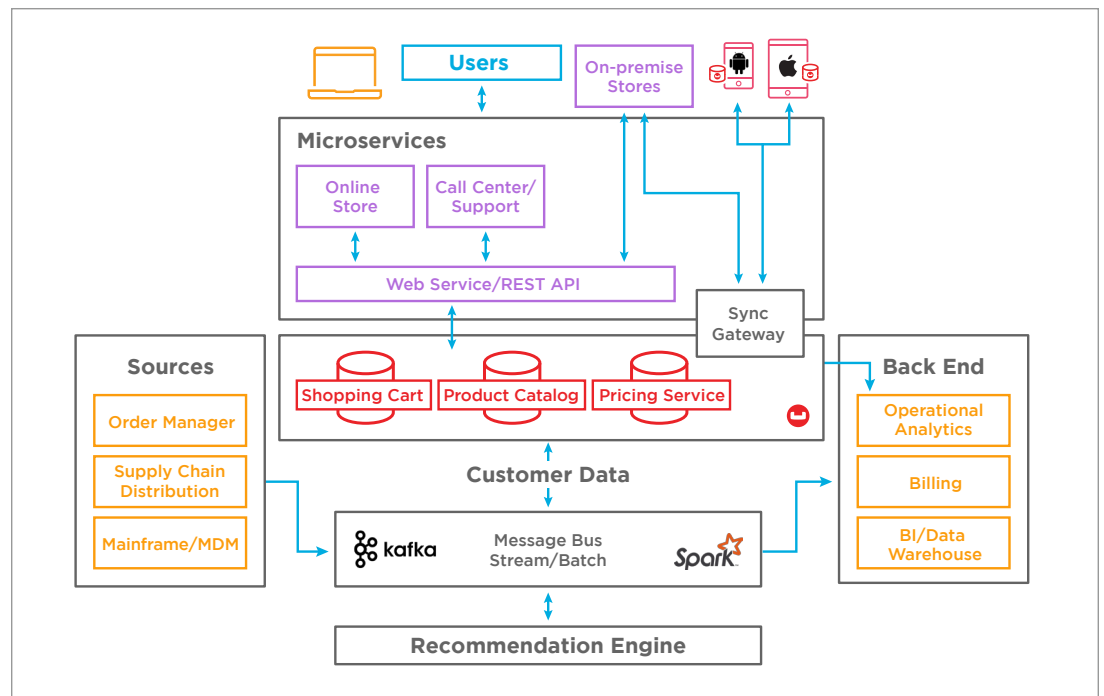


Figure 1: Reference architecture for Catalog & Inventory Management solution

Couchbase powers Catalog & Inventory Management solutions

Manage product data with one platform

Eliminate database sprawl with one single platform that spans web, mobile, and IoT applications. The Couchbase Data Platform manages and delivers your product and inventory data where it matters most – across all the interactions of your customer engagements.

Reduce time to market for new products or customer journeys

Couchbase's flexible schema supports fast-changing SKUs, UUIDs, inventory, attributes, features, and product hierarchies, allowing you to get new products to market faster and into your customers' hands.

Support usage spikes in product demand

Easily scale to millions of products and thousands of requests per second, all while maintaining fast user access to product information, so you can meet user demand at any point in time.

Deliver always-available product and inventory information

By making it easy to combine product content and available-to-promise (ATP) inventory information at the point of customer engagement on virtually any device, Couchbase enables businesses to reduce time to insight and build enterprise-grade catalogs that deliver a responsive customer experience, accurate product content, and reliable real-time views of inventory and availability.

Learn more

To learn more, contact your Couchbase sales representative today or visit:
couchbase.com/solutions/catalog-and-inventory | couchbase.com/downloads

About Couchbase

Couchbase's mission is to be the data platform that revolutionizes digital innovation. To make this possible, Couchbase created the world's first Engagement Database to help deliver ever-rich and ever-more-personalized customer and employee experiences. Built with the most powerful NoSQL technology, the Couchbase Data Platform was architected on top of an open source foundation for the massively interactive enterprise. Our geo-distributed Engagement Database provides unmatched developer agility and manageability, as well as unparalleled performance at any scale, from any cloud to the edge.



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