

BigMemory for E-commerce

The in-memory solution for real-time big data



BigMemory delivers ultra-fast access to hundreds of terabytes of in-memory data. Nothing else goes this big and this fast. BigMemory snaps into enterprise applications to deliver unmatched performance at any scale.

Ring Up More Sales

Deliver a richer, faster e-commerce experience with BigMemory.

Benefits

- Retain customers with improved site performance
- Deliver great customer experiences via mobile devices
- Increase conversion with personalized recommendations and offers
- Maximize margins by containing fraud loss and technology costs
- Outpace competitors with real-time customer insights

Why BigMemory

Your online retailing is turbocharged by receiving real-time access to all of your data—everything from the entire product catalog and prices to customer accounts and reviews. BigMemory allows you to benefit from the big data explosion that has rocked the e-commerce industry.

BigMemory's Impact

Improved performance

World's largest athletic footwear brand scored a major win by using BigMemory to speed up its site. By offloading back-end services, the company avoided huge IT expenses. Customers now enjoy ultra-fast access to products, reviews and accurate search results.

Personalized content

A top shipping company improved customer service and boosted sales on its global site. This logistics leader has a real-time display of market-specific content, including promotions, product offers, weather delays and service alerts.

DOWNLOAD TRIAL

terraccotta.org/ecommerce

Why in-memory?

- Serve 90 percent of product requests in memory
- Reduce search time by 30 percent
- Achieve millisecond response times
- Cut data access times by 83 percent

Why BigMemory?

- Handle more traffic and transactions
- Deliver customized content
- Deliver loyalty offers in real-time
- Gain profitable customer insights

The e-commerce industry uses Terracotta to:

- Dramatically improve website performance and responsiveness
- Detect fraud in real-time during a credit card transaction
- Boost service transaction throughput by orders of magnitude
- Significantly improve operating margin

Your Data in Real-Time

- Customer accounts
- Product catalog
- Images & video
- Search indexes
- Reviews
- Recommendations
- Pricing
- Promotions
- Transactions
- Loyalty points
- Clickstream data
- Web session data
- Fraud detection rules
- Data from social

Our Proven Track Record with BigMemory

90% Data served from memory	30% Faster Searches
85% Faster Content Display	100% Attainment of Response Time Goals

Why BigMemory is a Big Deal

Game-Changing Innovation for Every Industry

Before BigMemory, many software architects wouldn't even THINK about putting more than a few GBs of data in RAM for fear of garbage collection pauses. BigMemory stores data off the Java® heap, meaning you can max out the largest servers on the market. Capacity is unlimited. Scale up, scale out—even scale to the cloud—while achieving lightning-fast access to big data.

Companies large and small have turned to BigMemory to accelerate big data initiatives. Here are just a few examples of how BigMemory is creating opportunities for market leaders in a wide range of e-commerce companies.



Site Performance

Seamlessly improve site performance, even when traffic spikes and transactions skyrocket. Slash Web response times for faster page loads, speedier searches, quicker checkouts and a better customer experience. Whether it's Cyber Monday, Black Friday or just aggressive and consistent growth—you'll keep pace as your site will have the speed it needs... at any scale.



Loyalty Programs

Add speed and scale to your loyalty program platform. Dramatically increase transaction throughput while immediately rewarding customers with points and relevant offers. BigMemory powers the loyalty platform used by such e-commerce standouts as Amazon®, Apple®, L.L. Bean® and Barnes & Noble®.



Personalization

Increase customer spend and loyalty by displaying customized content instantly. Convert browsers into repeat buyers with real-time couponing, targeted promotions and product recommendations. Personalization—or “me-commerce”—can lift sales by more than 10 percent!



Fraud Detection

Give your bottom line a boost in real-time. Run complex fraud detection algorithms based on thousands of rules—without causing the delays that lead to system timeouts or abandoned shopping carts. Avoid tens of millions of dollars in fraud loss.



Customer Insights

Gain a competitive edge and propel your business forward by capturing, managing and mining your big data, in real-time. There's a vast volume of customer and transactional data unleashed by mobile, social media and location-based technologies. Uncover new customer insights, optimize pricing and increase marketing effectiveness, just to start.



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