DS

According to a survey conducted by PwC, 73% of all people point to **customer experience** as an important factor in their purchasing decisions.

DS
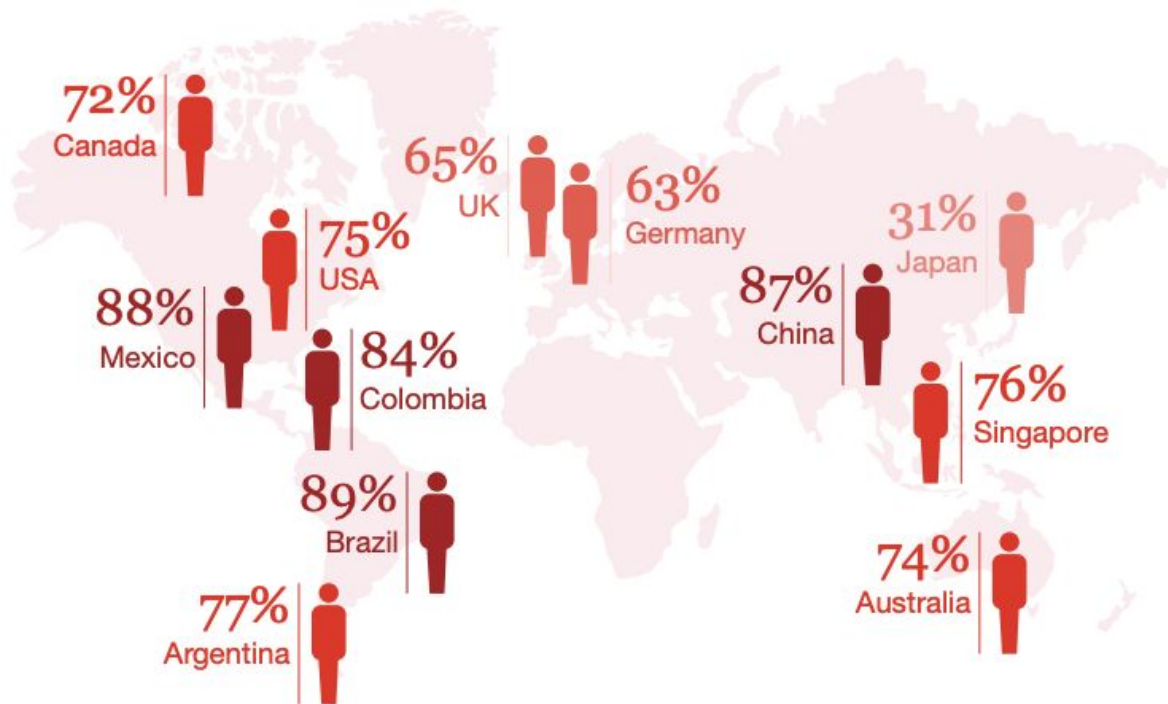
CX - Key Pillars

Scale without Compromise

Data Pipelines for Real-time Catalog and Cart Updates
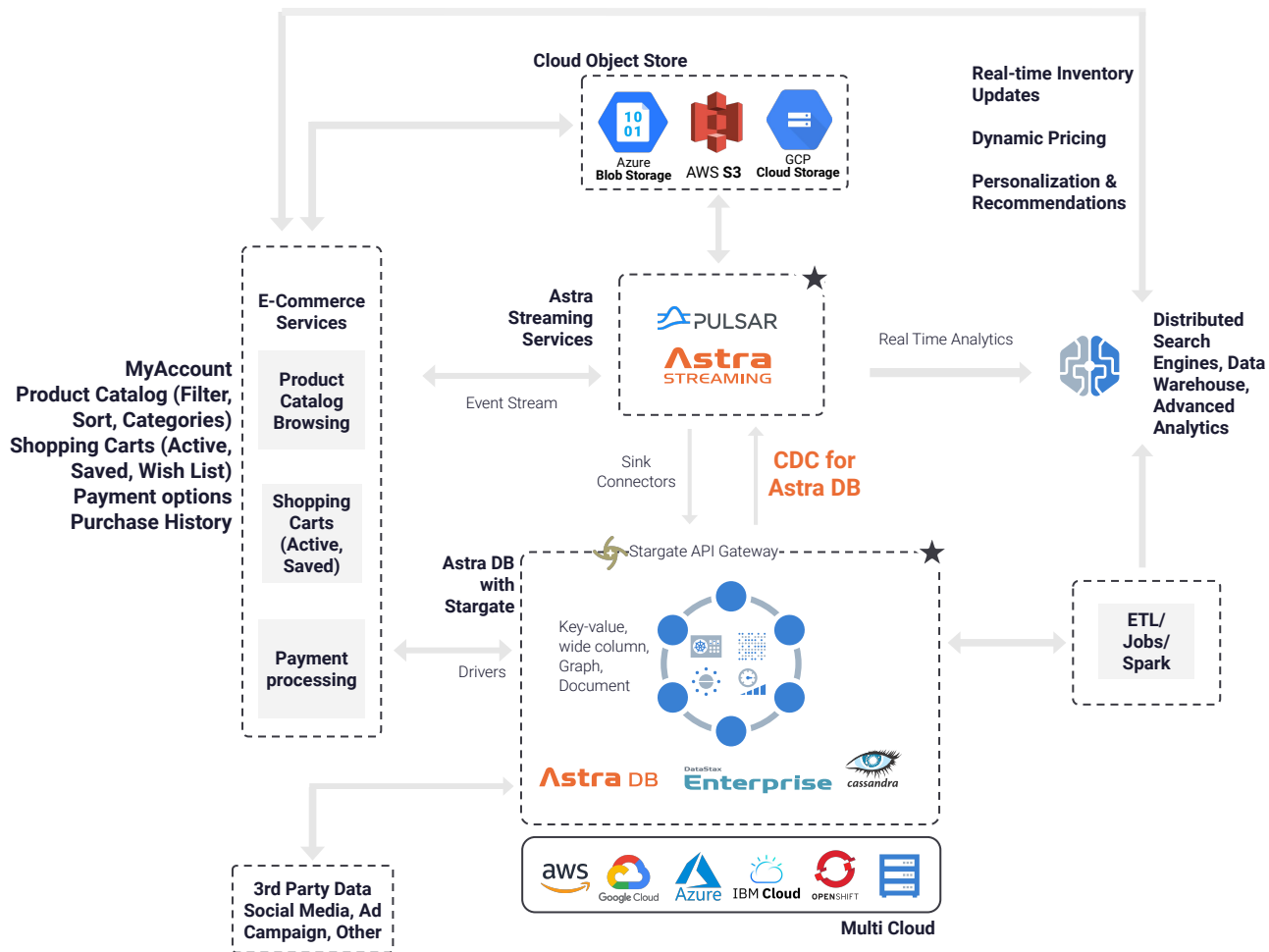
Choose any Cloud

Access Data with Multi-model Flexibility

DS Open Data Stack

DS

Cloud Object Store

Azure **Blob Storage**

AWS **S3**

GCP **Cloud Storage**

Real-time Inventory Updates

Dynamic Pricing

Personalization & Recommendations

E-Commerce Services

**MyAccount
Product Catalog (Filter, Sort, Categories)
Shopping Carts (Active, Saved, Wish List)
Payment options
Purchase History**

Product Catalog Browsing

Shopping Carts (Active, Saved)

Payment processing

Astra Streaming Services

Event Stream

PULSAR

Astra STREAMING

Real Time Analytics

Distributed Search Engines, Data Warehouse, Advanced Analytics

Sink Connectors

CDC for Astra DB

Astra DB with Stargate

Drivers

Stargate API Gateway

Key-value, wide column, Graph, Document

Astra DB

DataStax **Enterprise**

cassandra

ETL/ Jobs/ Spark

aws

Google Cloud

Azure

IBM **Cloud**

OPENSHIFT

Multi Cloud

3rd Party Data Social Media, Ad Campaign, Other

DS

∧stra DB

Provides **developer-friendly APIs** to build applications at speed and scale.

Any API, Any Language

Supports **multiple data models.**

Flexible Data Model

Column-Family | Document | Key-value

Serverless, Zero ops
Cassandra-as-a-Service

Cloud-Native Cassandra
Dynamic Elasticity
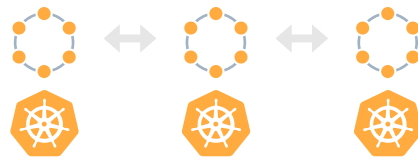
Zero vendor lock-in

Any Cloud

aws | Azure | Google Cloud
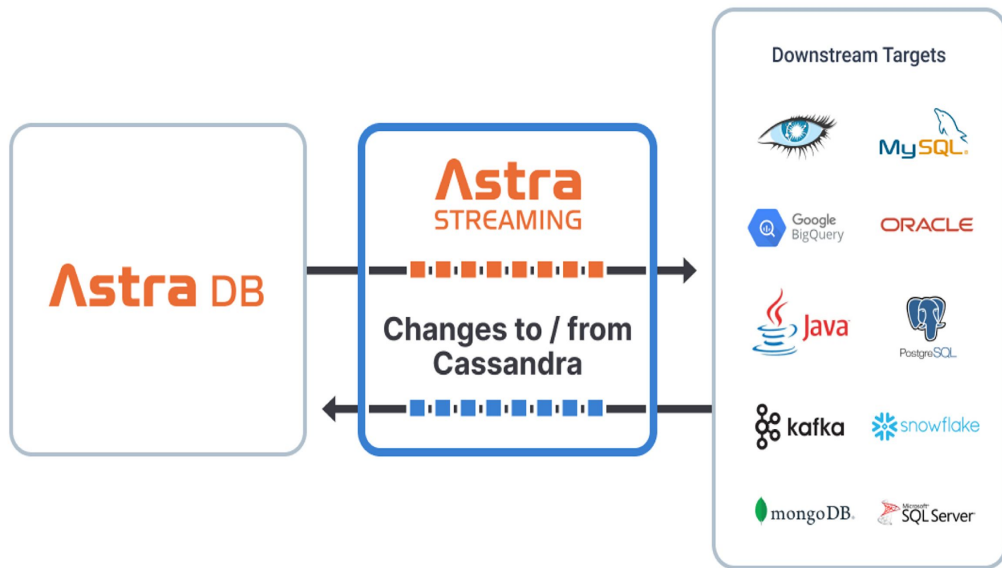
Astra STREAMING

Data Engineering & Data Ops

Provide real time access to data throughout your data ecosystem.

App Developers and Architects

Make applications more responsive by triggering application logic in response to data change events in Cassandra.

Data Science

Provide deeper insights by extracting a time series of database events and push them to your data lake for advanced processing.

Resources

https://www.datastax.com/use-cases/e-commerce

https://www.pwc.com/us/en/zz-test/assets/pwc-consumer-intelligence-series-customer-experience.pdf

https://github.com/datastaxdevs/workshop-ecommerce-app

https://astra.datastax.com

bit.ly/datastax_tesla