



# Create a differentiated buyer journey



Elastic gives retailers and ecommerce companies the tools to develop best-in-class experiences, while monitoring and safeguarding their environments.

## Taking 'customer-centric' to the next level

Every time a customer searches on your site, they tell you what they are looking for. So what are you doing with that insight to win in the market? In an increasingly competitive space, data has the capacity to spark innovation, create more personalized experiences, and drive higher conversion rates for retailers. These important insights are rapidly streaming across ecommerce platforms, POS systems, loyalty programs, customer records, supply chain technology, employee services, and much more. Harnessed in the right way, data also provides the intelligence needed to assure the performance and security of your most critical networks, services, and applications. But, getting a full picture of your business risks and opportunities can be difficult — especially if that information is trapped in disparate systems.

## Unlock the power of your data

Making the most out of your data requires a search-based platform. From optimizing marketing campaigns to streamlining supply chains to securing your network, data needs to be surfaced, visualized, consumed, and enriched to provide insights that matter. That's why the world's leading retailers use Elastic as a key advantage to boost revenue and maximize the omnichannel experience.



## Design personalized experiences across channels

Receiving fast, relevant, and complete information about products or services is paramount to creating a memorable journey. **Elastic Enterprise Search** lets you seamlessly unify and personalize search experiences with machine learning and analyze real-time customer activity, all with pretuned relevance to connect customers with content that matters. Help buyers find what they are looking for with key features such as filters, facets, category pages, autosuggest, and synonyms.

- Lightning fast, relevant website and ecommerce and mobile app search built with the power of Elasticsearch.
- Unified data across user profiles, order history, loyalty programs, digital journeys, and more — empowering merchandising, customer service, and marketing to refine customer touchpoints and deliver custom solutions.
- Draw insights within or across independent brands, divisions, and geographies, with the ability to amalgamate data points for a centralized view of your business



## Observe your application ecosystem to drive business goals

To effectively monitor and provide a great customer experience across your distributed systems, you need to have all your data in one stack. **Elastic Observability** breaks down silos by bringing together application, infrastructure, and user data into a unified solution for end-to-end observability and alerting.

- Faster application development and innovation for your website, driven by full-stack visibility across time series data and built-in machine learning.
- Greater insights into the performance of critical applications, networks, and services that power customer and employee experiences.
- Analyze real-time telemetry data across systems to enable greater visibility across digital user journeys — reduce mean time to resolution (MTTR) and get exceptional uptime and redundancy so your services are always available to customers.

## Trusted by the retail community

7 OF THE TOP 10

Global retailers



## Deliver trustworthy and secure experiences

We know that defending your brand is your top priority. **Elastic Security** empowers security teams to stop threats quickly and at cloud scale. Safeguard your reputation and adhere to data privacy regulations with the best-in-class platform to manage risk.

- Proactively address cyber threats, protecting company and customer data in accordance with GDPR.
- Secure payment gateways and maintain compliance with PCI DSS directives.
- Set alerts and reduce ecommerce fraud by unifying data sets.

## Recognized as an industry leader by top analysts

[Download Forrester TEI report](#)

[Download Gartner SIEM report](#)

[Download Forrester Cognitive Search report](#)

*"With the press of a few buttons, we went from an under-performing system to one that delivered receipt lookups at lightning speeds."*

**Juan Herbst**  
Development Manager, The Warehouse

*"Elastic Security gives us and our customers the confidence that we can enhance and expand our network of local trading platforms in a secure environment."*

**OLX Security Team**

*"eBay manages so much data, and is growing organically. Elasticsearch has helped us a lot when it comes to providing full text search — we are trying to leverage it more and more."*

**Sudeep Kumar**, Engineer, eBay