



The Retail Industry Gets a Unified and Augmented Big Data Solution

Industry Solution Overview

Kyligence Enterprise

- Petabyte-scale Data Sets
- 100,000+ Concurrent Users
- Sub-second Latency
- Rich API Support
- Visualized Intelligent Modeling
- Monitoring and Optimization
- Seamless BI Integration

Strengths

- Multi-dimensional Analysis
- No Data Capacity Limits
- Scalable Architecture
- Data Management
- Detailed Pushdown Queries
- Unified Semantic Layer
- No Coding Required
- Self-service Deployments

With the advent of the digital age, the amount of information being generated and collected within the retail industry has exploded. Meanwhile, changes in business models and in the market-environment have made marketing more challenging in the retail industry. Many retail companies have existing OLAP analysis products, which are integrated with their data management platforms, and are implementing new technology to help them make more scientific marketing decisions.

The challenge is that their existing analysis systems are underperforming, and business analysts are only able to see custom-developed reports, which are rigid and take a long time to develop. During reporting, the traditional analysis methods require lengthy calculation times, resulting in a data analysis cycle that is too long, seriously impacting both strategy development and innovation.

Solution

Retail companies need a high-performance analytics platform that enables them to quickly make scientific and accurate marketing decisions, using big data. They need a solution that can gather more data for each line of business, openly connect between different data sets, and form a centralized and unified analysis architecture on their existing data management platform.

Kyligence Enterprise can provide this foundation for rapid analysis and active data exploration, shortening business decision cycles. With seamless integration with the most popular BI tools, retail companies can also gain more perspective through the visualized and interactive front-end of Kyligence Insight. Now, marketing teams can better understand their target audience, determine the most effective channels, and make decisions that improve marketing ROI.

Kyligence augments marketing platforms in the retail industry by expanding multidimensional analysis and increasing the flexibility of front-end tools. The platform enables quick responses to changes in market and business environments without processing-delays.

Why Kyligence?

Kyligence provides a unified semantic layer for self-service, query acceleration for real time interactive analysis, and a simplified and fast deployment.

Improved Marketing ROI

Strategies can be adjusted according to real-time feedback, utilizing big data during marketing analysis.

Improved Efficiency

Decision cycle and market analysis can be improved with comprehensive, relevant, and fast analysis on big data, using fewer resources.

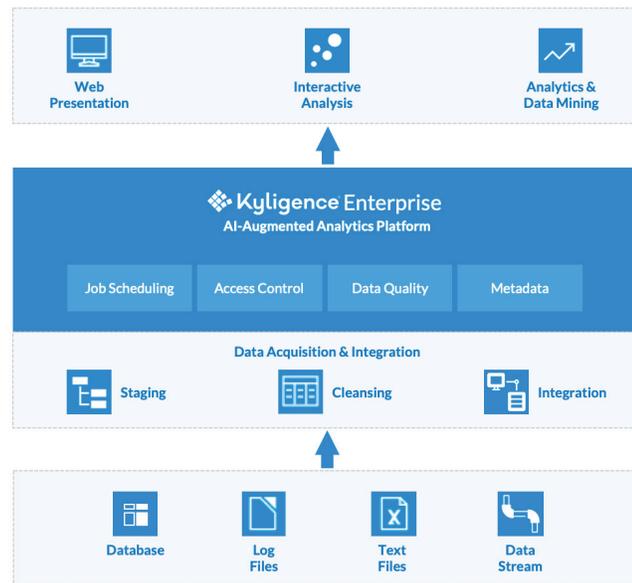
Improved Customer Loyalty

Customer preferences, buying habits, and segments can be better understood by incorporating a variety of data sources into marketing reports.

How it works

Kyligence seamlessly integrates with Excel, PowerBI, Tableau, and many other BI tools. Users can connect directly to the source of data for faster analyses. Rights management, metadata management, and job scheduling are all simplified for improved data operations.

With AI, the system locates historical query logs, identifies usage patterns, creates new models, and stores the data. eliminating time-consuming development tasks. The system intelligently accelerates any slow queries across departments. Users can query over a billion records and receive responses in under 3 seconds, and combine data for visualized analysis. No longer restricted to rigid reports, businesses can enjoy self-service development and analysis.



Next Steps

Schedule a short conversation with a member of our team to learn how Kyligence can address your specific challenges. Visit our website and fill out the request form at <https://kyligence.io>, or send an email to info@kyligence.io.

About Kyligence

Kyligence Inc. is the company accelerating productivity with managed data services – on-premise to multi-cloud. Kyligence provides an AI-augmented data platform for analysts and data engineers, automating data management, discovery, interaction, and insight. Kyligence was founded by early contributors to Apache Kylin, and the Kyligence platform is being used by over 1,000 organizations around the globe, with many leading enterprises among them.

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