



Delphix for Consumer Goods and Retail

Fast, compliant data to fuel digital-first experiences

Consumer goods manufacturers and retailers around the world are innovating at rapid speeds. Growth of online spending is far outpacing in-store shopping, so retailers must continuously improve their digital shopping platforms to compete in this new normal. From personalized products and experiences to differentiated online applications, software is at the core of innovation—and software relies on data. Organizations that tap into their enterprise data are pulling further ahead of the competition and remaining relevant in a digital-first world.

The data to drive innovation exists in applications and systems throughout the enterprise, but it's not easy to securely access and share with the teams that need it. That's where Delphix comes in. Delphix helps you accelerate time-to-market for new innovations and personalized digital shopping experiences by leveraging your own enterprise data with a secure, API-first DevOps data platform.

With the Delphix DevOps Data Platform, retailers and consumer goods manufacturers can:

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| » Increase production resiliency and avoid downtime revenue loss | » Increase frequency and accuracy of ERP updates |
| » Accelerate digital transformation and cloud adoption | » Securely share data with global supply-chain partners |
| » Release online and mobile applications faster | » Automate data compliance to eliminate risk of fines/breaches |
| » Create personalized digital shopping experiences via AI/ML | |



“The retail and consumer goods industries will change more in the next 10 years than they have over the past 40. One primary force is responsible—digitalization. And it has already begun to help companies around the globe make their business strategies a reality. As you read this, a digital wave is underway that could bring a cumulative US\$2.95 trillion in value by 2025 for the retail industry.”

Accenture

Painting the Digital Future of Retail
and Consumer Goods Companies

Barriers to Accelerating the Pace of Digital-First Experiences

Data Accessibility

Data exists everywhere in ecommerce and mobile applications, logistics systems, marketing and promotions, customer service, and ERP systems. Provisioning complete sets of data from multiple sources for application development and analysis often takes weeks. The delay in getting complete, current data can result in developers, testers, and analysts using partial, stale, or even fake data, potentially introducing analytics errors and software defects.

Slow Cloud Adoption

Retailers and consumer goods manufacturers need a way to quickly adopt and continuously integrate cloud and digital technology in order to develop innovative digital applications and online experiences. One of the biggest challenges to cloud adoption is the time-consuming and resource-constraining effort of migrating and moving massive amounts of enterprise data. Another challenge is ensuring data privacy in cloud environments. Slow delivery of data and security concerns create bottlenecks for migrating application development to cloud environments.

Compliance Risk

Personal information and credit card numbers reside throughout retail and consumer goods data, impeding the ability to use and share the data. Customers expect protection of their personal and credit card information, but keeping data safe and in compliance with regulations, including GDPR, CCPA, and PCI-DSS, can delay time-to-market for new products and features.

How can the Delphix DevOps Data Platform help?

The DevOps data platform automates delivery of lightweight, compliant data—combining virtualization for efficient delivery with data masking for risk mitigation. The platform supports API-driven automation to integrate data delivery into dev/test workflows across hybrid and multi-cloud environments, from structured, unstructured, SQL, NoSQL, and cloud-native data sources.

With Delphix, you can innovate faster and accelerate development and testing of differentiated applications with secure, production-quality data. Data is available in minutes with API access and controls for developers, testers, and analysts. By making secure enterprise data accessible for all, Delphix helps consumer goods and retail companies:

- » Automatically provision data into environments to accelerate test cycles and analytics
- » Integrate data across systems for fast, flexible systems integration testing
- » Reduce MTTR with automated prod support environments
- » Profile and automatically mask sensitive production data to reduce data risk

Fast Delivery of Compliant Data Environments

Sample Data Sources

Mobile Shopping Applications



SAP ERP

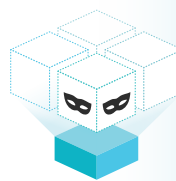


Marketing and Promotions



Forecast Management System

SQL Server



DELPHIX

Data Environments



Developers & QA

Develop and test web/mobile shopping applications



SAP Teams

Accelerate deployment of ERP updates



Consumer Insights Analysts

Leverage secure, masked data for consumer insights



Supply Chain Manager

Securely share data with supply chain partners



Forecast Analyst

Build demand/supply forecasts using current data

The Delphix DevOps Data Platform enables you to move and manage enterprise data in hybrid- or multi-cloud environments. Through API virtualized data access, you can accelerate time-to-innovation while reducing storage costs and data risk.

Key Capabilities

Accelerate Data Delivery for Application Development, Analytics, and AI/ML

In many large consumer goods and retail companies, provisioning data environments is a slow, manual process often taking weeks and involving coordination across multiple IT and DBA teams. With a DevOps data platform, you can reduce the time to provision compliant data from weeks to hours. Delphix non-disruptively synchronizes with data sources and provisions virtual data copies while optimizing physical storage.

Once data is provisioned, data environments are available in minutes, giving developers, testers, and analysts API controls to:

**Refresh**

Update a virtual copy to reflect the latest state of the data source, including a production data source.

**Rewind**

Revert a virtual data copy to a bookmark or an arbitrary, past point in time.

**Bookmark**

Create a save point in the timeline of a virtual data copy in case its state needs to be shared or restored.

**Branch**

Create a child copy of any given virtual database.

**Share**

Allow other developers to import a specific bookmark into their own environment.

Develop Differentiated Customer Experiences

Whether a traditional retailer or manufacturer offering direct to consumer, accelerating the pace of differentiated mobile and digital customer experiences is a priority. Developing personalized digital shopping, ecommerce, and customer services applications require data from both core business systems and customer-facing applications. Delphix API-driven data delivery and access enables delivery of data from any source in minutes for analytics and AI/ML models used to speed up the time to understanding and adapting to customer needs.

Modernize ERP and Core Application Stack

Delphix eliminates data as a bottleneck for ERP projects that drive omni-channel transformation and deliver mission critical capabilities that the business depends on. The Delphix DevOps Data Platform syncs with the databases underlying ERP systems, then delivers data 100x faster while consuming 10x less storage. Delphix APIs automate a host of key data operations including data refresh, cleanup, versioning, and masking. Fast, flexible test environment delivery speeds up integration across ERP and non-ERP apps.

Adopt Cloud Technologies Faster to Drive Innovation

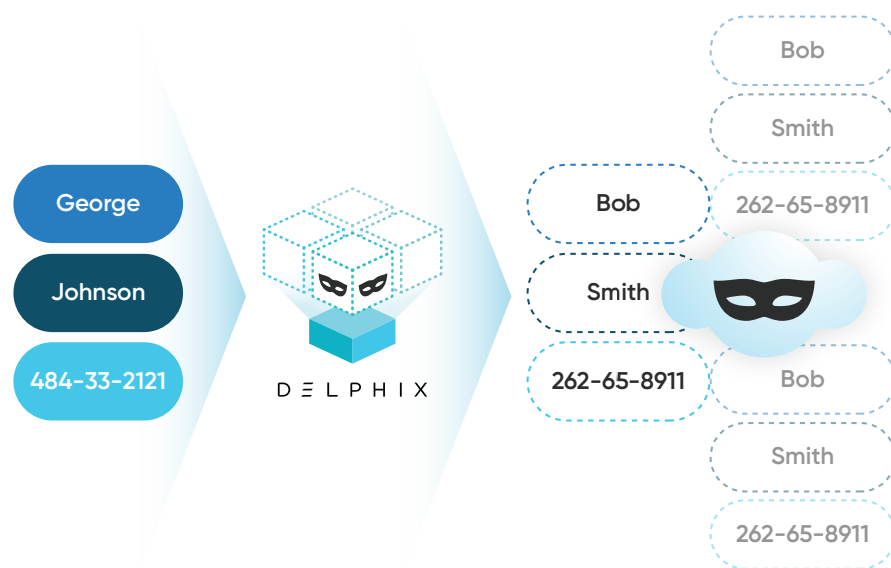
Delphix transforms how data is managed for cloud projects with fast and efficient movement of data from on-premises to the cloud with the ability to quickly provision data environments. API controls help migration teams test/validate workloads. Once the data is moved, Delphix supports the ongoing, steady-state of dev/test in the cloud.

With automated data provisioning and API access, retailers and consumer goods manufacturers can leverage the flexibility and efficiencies gained from the cloud, whether private, public, hybrid, or multi-cloud.

Automate Data Compliance to Protect Customer Data

Delphix integrates data masking with data virtualization to ensure that sensitive customer information is protected in dev/test environments, whether on-prem, in the cloud, or a hybrid architecture. The platform identifies sensitive information in data sources, determines recommended de-identification algorithms, masks the sensitive data, and creates an auditable data privacy history. Delphix masking algorithms produce realistic values with referential integrity across disparate systems.

With Delphix, you can govern data in accordance with security policies and data privacy regulations, such as GDPR, PCI DSS, and CCPA. Data masked with Delphix is production-like in quality and remains fully functional and realistic for accurate development, testing, and analysis.



Example of Delphix data masking and referential integrity

Expand Product Offerings by Safely Sharing Data with Your Supply-Chain

Consumer goods manufacturers are more and more often relying on partners to extend their offerings and reach. They need a way to securely share data with retailers, components manufacturers, outside marketing organizations, and analyst firms. Delphix provides the means to share virtualized, production-quality data with ecosystem partners while ensuring that PII and PCI information is securely masked. The secure data can be delivered and refreshed quickly in a flexible, automated way both on-prem and in the cloud.

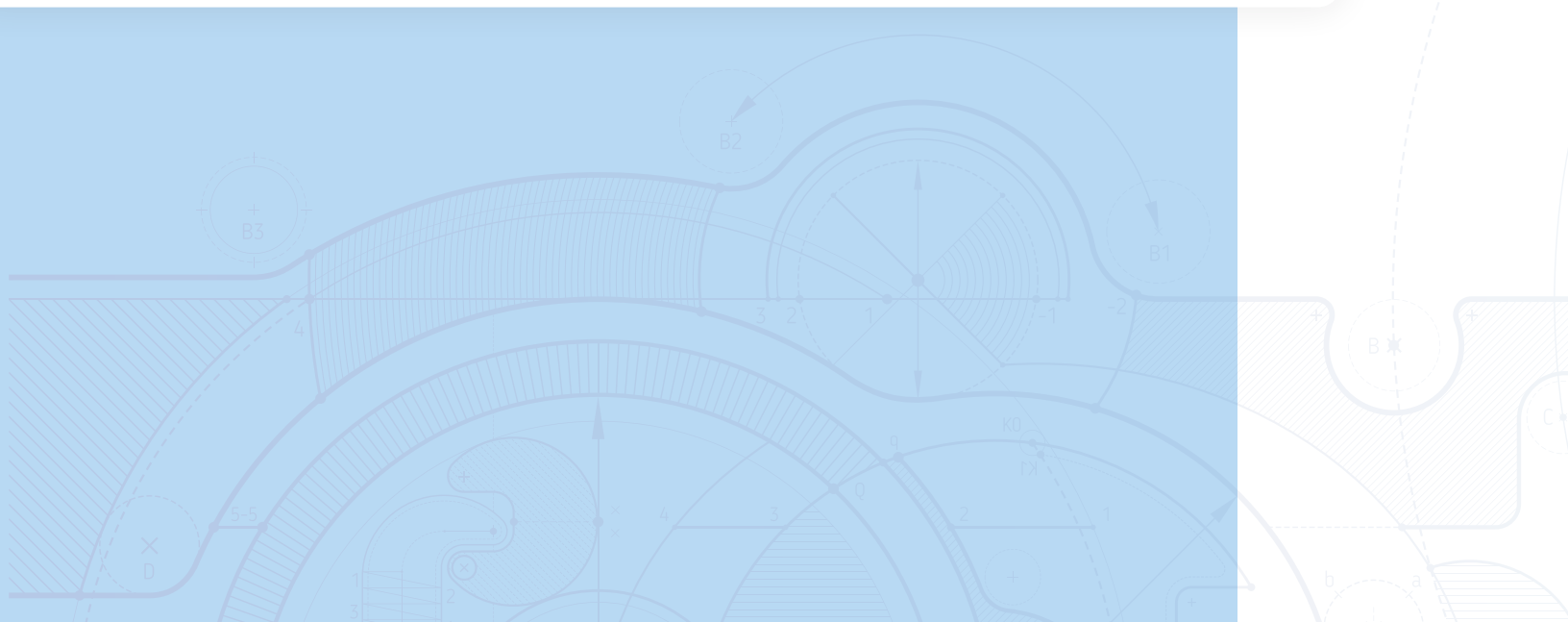
Avoid Millions in Revenue Loss by Minimizing Outages and Downtime

Holiday shopping seasons account for an average of 19% of annual revenue according to the National Retail Foundation, so ensuring production resiliency is imperative during the peaks, such as Black Friday and Cyber Monday. The Delphix DevOps Data Platform helps by maintaining ongoing records of application data states and fast, lightweight data delivery enables rapid recovery. Delphix enables retailers to “rehearse” provisioning of compute/storage infrastructure for holiday volume bursting and simulate the effects of holiday promotions with fast rewind of test environments to any point in time.

If production environments are compromised, support teams can deploy the latest known good data state in minutes, dramatically shortening outage recovery timelines. This allows the business to minimize losses, reputation impacts, and regulatory penalties.

Support Growth While Reducing Infrastructure Costs

Delphix drastically reduces the amount of storage and other hardware resources needed to maintain the non-production data footprint. Multiple virtual data copies can be supported through a fraction of the storage that would otherwise be required for dedicated physical copies.



Proven Solution

The Delphix DevOps Data Platform serves as the foundation for data operations across hundreds of the world's leading enterprises. By implementing API delivery of data environments and increasing data supply to the business, leading retail and consumer goods companies have unlocked significant outcomes trapped in their development and IT investments.

The StubHub logo is displayed in white text on a blue rectangular background.

"Delphix is key to us having the **agility and speed to create dev environments on demand**, with full sets of data."

Marty Boos
CIO, StubHub

The myToys logo features the word "myToys" in a white, rounded, lowercase font.

"With Delphix, our vision is to let any developer **generate an environment on-demand risk-free**, with the right data and application stack."

Ralf Schmilewski
Head of ERP Development, MyToys

The Belkin logo consists of a stylized icon of three dots arranged in a triangle, followed by the word "belkin" in a lowercase, sans-serif font.

"Delphix masking helps us **protect customer and government data in compliance**, with GDPR, CCPA and other regulations. Delphix virtualization helps us **go faster with on demand data environments** for application development."

Lance Ralls
Global CIO, Belkin

Delphix for Consumer Goods and Retail

D E L P H I X

Delphix is the industry leading data company for DevOps.

Data is critical for testing application releases, modernization, cloud adoption, and AI/ML programs. We provide an automated DevOps data platform for all enterprise applications. Delphix masks data for privacy compliance, secures data from ransomware, and delivers efficient, virtualized data for CI/CD.

Our platform includes essential DevOps APIs for data provisioning, refresh, rewind, integration, and version control. Leading companies, including UKG, Choice Hotels, J.B. Hunt, and Fannie Mae, use Delphix to accelerate digital transformation. For more information, visit www.delphix.com or follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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