

>SOLUTION BRIEF_

Cribl for Retail.

DATA MANAGEMENT NEEDS FOR RETAIL

- The retail industry is facing massive disruption as consumers take further advantage of online buying options.
- To compete for consumer business, retailers are investing more in digital technologies and investigating human-hybrid operational models.
- This forces retailers to provide more maintenance and monitoring, including additional investments in observability tooling.

THE SOLUTION

To ensure success, retailers need a data management platform that supports customer centricity, advances their digital transformation efforts, and offers top-notch monitoring capabilities.

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Changes across the industry.

As the old saying goes, the customer is always right, and that is especially true in the retail industry. The modern retail consumer has a variety of stores to choose from, including brick-and-mortar establishments and online stores. As customers take further advantage of e-commerce options, and as traditional retailers compete for their business, digital transformation in retail has evolved to support customer centricity, including but not limited to, further adoption of digital technologies and the investigation of human-hybrid operational models. To ensure the success of these investments, retailers have no choice but to provide more maintenance and monitoring, including additional investments in observability tooling.

Retailers will not only need to invest heavily in digital transformation to meet consumer demand, but they will also require analytics to better understand the behavior of those new technologies.

That structure must also include:

- Security throughout the environment.
- Compliance with industry standards and regulations.
- Complete control of the data, as well as encryption and security.
- Support for multiple source protocols.
- Support for both cloud and local instances.
- Support for many destinations while having flexibility to add new ones.
- Centralized management system driven by deep industry and regulatory expertise.

Many retailers are looking to Cribl to support customer centricity and advance their digital transformation efforts. These enterprises typically work with data that exists in multiple sources with different source protocols. They often have data coming in a variety of formats, and those formats may not always match the formats required by the tools they are using. Retailers also have to keep security top of mind, especially when handling the personal identifying information (PII) of customers. With Cribl, retailers can support the continued onboarding of new data sources — like e-commerce platforms, point-of-sale systems, and robot resources — regardless of format, and get necessary insights from that data to continue moving their businesses forward.

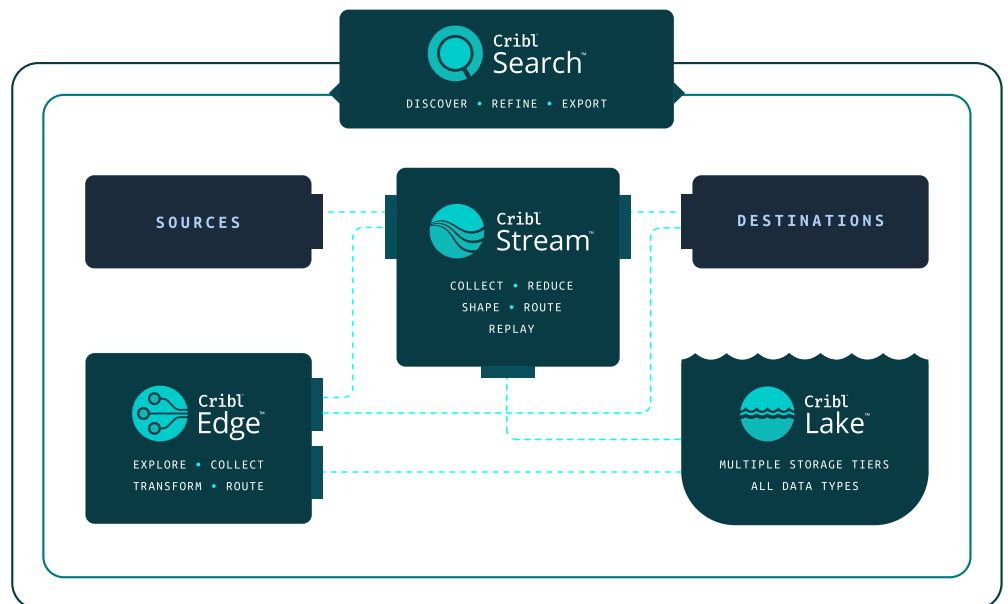
A data solution that meets the needs of the retail industry.

Cribl's data solutions revolutionize the retail industry by streamlining data analytics for digital transformation, improving customer experiences, and ensuring operational excellence. Leverage our tools to optimize data quality, maintain compliance, and extract maximum value from customer data.

With Cribl, retailers can now:

- Reshape, reduce, or route data from any source to any destination.
- Stay compliant with the latest industry standards and regulations.
- Get further visibility into data, including valuable consumer insights.
- Control costs along the way.

Cribl helps organizations slash costs, improve performance, and effectively route data in the formats they require.



Cribl is the best way for retailers to implement a data management platform — enabling them to parse, restructure, and enrich data in flight — before paying to analyze it.



A vendor-neutral collection, reduction, enrichment, and routing system for IT and security data.



An intelligent, scalable, edge-based data collection system for logs, metrics, and application data.



Perform federated "search-in-place" queries on any data, in any form.



A simplified data lake solution to easily store, manage, and access data.

A closer look: Cribl for retail.

Route data from any source to the most cost-effective destination.

With Cribl Stream, retailers can send data to the most effective destinations, including low-cost storage locations like S3 for long-term retention and compliance with industry standards and regulations. Administrators can quickly route data to the best tool for the job — or all the tools for the job — by translating and formatting data into the tooling schemas retailers require. Different departments in each organization can choose different analytics environments without deploying new agents or forwarders or diverting funds from digital transformation.

Get further insights into organizational data by aggregating logs into summary metrics.

Cribl Stream gives retailers the power to extract fields of interest and publish the result to metrics. Once aggregated, retailers will see a major reduction in event counts and data volume, freeing up valuable licensing capacity in their analysis tools. Stream also enables flexibility and choice in the retail industry, giving these organizations the option to send the resulting metrics to their analytics tool(s) or route them to a dedicated time series database for efficient storage and retrieval. Using these methods, retailers can get further insights into customer data and better understand new data sources they are onboarding as part of any digital transformation efforts.

Redact personally identifiable information (PII) from consumer data in flight.

The retail industry can leverage Cribl Stream's out-of-the-box Mask function to mask or obfuscate data in motion. Put simply, organizations can encrypt sensitive data in real time before it is forwarded to and stored at a destination, ensuring anonymity for every customer. Stream helps retailers keep consumers' personally identifiable information safe, enabling deeper customer relationships.

Monitor observability pipelines in real time to inform critical business decisions.

Stream also gives retail organizations the ability to reduce management overhead, with a robust and easy-to-use GUI-based configuration and testing interface. Retailers can capture live data and monitor their observability pipelines in real time, enabling further visibility to inform maintenance and other critical business decisions.

**Cribl helps retailers
get the data they want,
in the formats they
need, to wherever they
want it to go.**

Summary.

The retail industry is facing massive disruption due to a customer shift to e-commerce and other digital buying options, resulting in:

- Further adoption of digital technologies to better compete.
- The investigation of human-hybrid operational models to increase performance.
- Investment in more maintenance and monitoring to ensure success.

Cribl's suite of products, built on a unified processing engine, can help solve retail organization's toughest data challenges by analyzing, collecting, processing, and routing data at scale. This helps get the right insights needed in the most cost-effective way possible, but with flexibility and visibility to make informed decisions — including new tools, destinations, sources of data, and business approaches. Cribl gives retail organizations the power to make choices that best serve their unique needs no matter how — or how often — those needs may change.

Stream gives retailers the power to make choices that best serve their unique needs without undermining their digital transformation efforts, sacrificing competitive performance, or forfeiting customer centricity.

As these organizations' goals continue to evolve, they will have the freedom to make new choices — including new tools and destinations, more comprehensive investigations, and new sources of data.

ABOUT CRIBL

Cribl, the Data Engine for IT and Security, empowers organizations to transform their data strategy. Customers use Cribl's vendor-agnostic solutions to analyze, collect, process, and route all IT and security data from any source or in any destination, delivering the choice, control, and flexibility required to adapt to their ever-changing needs. Cribl's product suite, which is used by Fortune 1000 companies globally, is purpose-built for IT and Security, including [Cribl Stream](#), the industry's leading observability pipeline, [Cribl Edge](#), an intelligent vendor-neutral agent, [Cribl Search](#), the industry's first search-in-place solution, and [Cribl Lake](#), a turnkey data lake. Founded in 2018, Cribl is a remote-first workforce with an office in San Francisco, CA.

Learn more: www.cribl.io | Try now: [Cribl sandboxes](#) | Join us: [Slack community](#) | Follow us: [LinkedIn](#) and [Twitter](#)

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