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ecrebo

Ecrebo Lets Retailers Strengthen Store Customer Lifetime Value

Studying the customer gets simpler with Rackspace-powered Ecrebo innovation and Hadoop speed and scale.

Leveraging deep transaction data at scale to understand and engage with customers in real-time is key to the Ecrebo value proposition.

In 2010, Ecrebo was founded in Reading with a simple idea — bring to "brick and mortar" retailers the same kinds of useful insight and engagement etailers use. Since then, Ecrebo has built a world-class team of developers and a suite of products that helps customers unlock the potential of in-store retail.

"Gaining better understanding of customer behavior is essential to the success of our clients," said Dave Sherratt, VP of Engineering at Ecrebo and responsible for IT business development. "Retailers use this customer insight to engage in-store customers with personalized messages."

Ecrebo technology delivers deeper brick-and-mortar retail customer insights.

Without the need for hardware or software investment, the customer benefits from detailed retail performance data, available in real-time via a company web-based analytics platform.

The Ecrebo in-store channel eliminates the latency associated with traditional customer engagement channels such as email, direct mail and print, and ensures messages are personalized based on individual customer behavior.

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>
> **Dave Sherratt**
> Vice President, Engineering
> Ecrebo

Performance of the channel exceeds traditional alternatives by an order of magnitude and this performance is reported in real-time via Ecrebo's web-based analytics application.

ENTER RACKSPACE

The right storage, the power of Hadoop, and the simplicity of cloud.

The nature of online channels means customer details (email/address) are captured as part of the personalized customer offer process, but given that more than 80% of retail flows through brick-and-mortar stores, most retailers fall short in effectively understanding and engaging this large proportion of their customers.

Because customer behavior (SKU, spend level, location, payment/loyalty ID, etc.) is captured and responded to in real-time within the store environment, Ecrebo's

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engagement at checkout capability gives retailers personalized and low-cost access to 100% of in-store customers, from day one.

Powering all of this seamlessly behind the scenes is the Rackspace Cloud as well as dedicated servers and the massive scale and blazing performance of Hadoop in Rackspace Managed Data Storage Services.

"We took note of Rackspace responsiveness and support any time the company would go live for events last-minute, or when it added servers during preparations to go live," said Sherratt, who added that when the company investigated technologies that alleviate the problems in handling large data sets, it found Hadoop to be the best fit.

"Due to the nature of Ecrebo's business of real time engagement with customers, we require a system that is always available. Hadoop has the ability to continue operating even with partial failure," said Sherratt. "Since Hadoop can remain consistent with recovery after a failure, this allows for Ecrebo to operate through unforeseen trouble and also get back to normal system performance, without manual intervention or additional processes that risk failing."

The key element for Ecrebo with Hadoop is its massive scalability.

The company handles millions of daily transactional events, with that volume expected to grow steadily. "Hadoop for us will only grow as a solution that can scale at our speed without a long growth-planning timeframe," Sherratt said.

PEACE OF MIND

Reducing company costs, trimming customer costs, and eliminating hassle and stress are among the advantages Rackspace is helping deliver to Ecrebo.

"I definitely see cost savings now that we're moving toward the private clouds and this cost saving is passed onto our customers," said Sherratt. "Rackspace helps us make better use of our resources. We do not expect general trouble, and we are able to make larger decisions without having to hire."

Ecrebo knows the advantages of **Fanatical Support**® in aiding the reliable delivery of their work to clients. Sherratt cites no longer having to worry about late nights and weekends in the same way the company's IT talent once did.

"It's just taken care of," said Sherratt. "Rackspace has helped us on numerous occasions, our offering is reliable and always up and ready."

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