

Transforming Retail with Intelligent Data Services

Commvault Industry Brief: Retail + Consumer Goods

Prioritizing data as a strategic asset

The rapidly changing retail environment is compelling retailers to maximize the value of their data to bring greater personalization to interactions, anticipate emerging trends, and find new ways to build brand loyalty. Reliable data that can be quickly located, accessed, and shared without risk of damage or loss is the key to these initiatives' long-term success.

Digital transformation relies on data agility

As retailers and consumer goods companies modernize their systems, integrate their supply chains, and embrace advanced technologies like artificial intelligence (AI) and mixed reality, the digital journey can get bumpy. Too often data can become siloed, fragmented, and even left unprotected across an increasingly complex data environment. Commvault can help solve these tough data challenges and provide the agility needed to:



Accelerate supply chain integration initiatives



Protect data from ransomware and other cyber threats



Improve data availability across the omni-channel shopping experience



Meet GDPR and CCPA requirements



Reduce data storage costs with advanced data archiving



Improve business continuity with cost effective disaster recovery options

Accelerating data-driven innovation in retail

Gain the agility needed within the modern data environment to realize digital transformation goals.



Retailers

- Create a holistic view of the customer
- Deliver personalized experiences that build brand recognition and loyalty
- Leverage an intelligent supply chain
- Enable fraud protection
- Empower store associates to better engage customers



Consumer goods

- Optimize brand performance
- Accelerate innovation
- Increase and optimize margins
- Enable a real-time, resilient supply chain
- Protect sensitive customer information

Simplify data protection and management

Commvault Intelligent Data Services simplifies how retailers protect, manage, and recover data. AI-driven features and automation reduce compute, storage, ongoing administrative costs, and help IT groups better protect and govern sensitive customer information access across the organization. As the data estate grows, Commvault solutions seamlessly scale to support interoperability and ensure data is secure, compliant, and always recoverable.

The agility Commvault enables is essential as retailers take advantage of the cloud-scale predictive analytics, advanced AI, and work flow automation [Microsoft Cloud for Retail](#) offers to personalize shoppers' experiences and drive more insightful customer interactions in an omnichannel environment.



Learn how cloud delivered data management can accelerate transformation with [Metallic® DPaaS](#)

Sponsored Content



Read the CIO Magazine whitepaper on [Retail Digital Transformation](#)

Commvault intelligent data services

A unified, future-proof platform spanning the full life-cycle of data management, Commvault delivers data management solutions that seamlessly integrate and protect data, from legacy to modern workloads, regardless of where data resides.



Data protection

Protect data at scale, unifying data management across hybrid/multi-cloud environments.



Data security

Boost your data resilience with advanced, multi-layered protection, and rapid recovery from security threats including ransomware and data breaches.



Data compliance and governance

Help ensure compliance with data access regulations and requests. Manage and remediate data risks, as part of a broader data governance strategy.



Data transformation

Seamlessly move and repurpose data across environments for cloud migration, application modernization, and increased data access and connectivity for business users.



Data insights

Use AI and ML-driven data insights to drive efficiency and cost savings across IT operations.

“We’re now leveraging Commvault’s cloud capabilities to shed ownership of our technology infrastructure. Instead, we’re investing heavily in the cloud to keep our IT operations running...McDonald’s realizes value from a trusted, innovative team with Commvault.”

- Douglas Leonard
Director, Cloud Services, McDonald’s Corporation

Better together: Commvault + Microsoft

Commvault and Microsoft co-engineer Intelligent Data Management solutions to meet customers' biggest data challenges and accelerate cloud adoption. Our 20+ year partnership offers specialized understanding of how to best architect solutions for Azure and integrate workloads to meet industry-specific requirements. Metallic® DPaaS, our SaaS-delivered portfolio of solutions built on Azure, is our latest innovation to help enterprises move faster and achieve more.

Why Commvault

11th consecutive year: [2022 Gartner Magic Quadrant™ Leader for Enterprise Backup and Recovery Solutions](#)

Highest product scores: [Gartner 2022 Critical Capabilities for Data Center Backup and Recovery](#)