

Zing is the Best JVM for Multichannel Retail and Reporting Applications

Zing delivers a great multichannel customer experience and more comprehensive real-time reporting

Data-Driven, Multi-Device Retailing

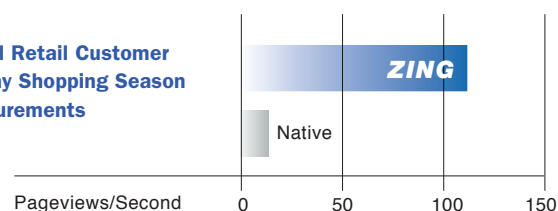
Retail is now multichannel and multi-device. More and more shoppers scan QR codes in stores, buy on tablets and check prices from smartphones. Your Java-based transaction, inventory and eCommerce systems must provide consistent response times even under unexpected loads and support advanced features that require large amounts of in-memory data.



Selling has also become more data-driven and search-driven. Product recommendation engines, pricing systems, site search and click tracking all benefit from large amounts of in-memory data for improved results and better decisions that drive increased revenue. However, many Java-based systems must be run in batch or with a subset of data due to performance issues. This impacts your ability to make real-time decisions and employ the best marketing and pricing strategies to improve sales.

In the past adding more servers for these applications may have sufficed to keep ahead of demand, but as traffic, feature sets and data volumes grow, deploying more hardware can't keep up. The root cause is most likely not in your applications or app server but in limitations of the underlying Java infrastructure.

Actual Retail Customer Holiday Shopping Season Measurements



BENEFITS OF AZUL ZING FOR MULTICHANNEL RETAIL

- Increase revenue, profitability and customer satisfaction
- Achieve consistent response times even through unpredictable loads
- Employ sophisticated selling features without performance penalty
- Speed customer search results for better site usability
- Launch new features and applications faster without performance worries
- Deliver comprehensive real-time reporting and use Big Data technologies that utilize large in-memory datasets
- Extend the effective lifespan of aging Java applications where performance has lagged
- Find and fix production issues fast with unmatched, zero-overhead visibility tool



Azul Zing supercharges advanced selling features, reporting and transaction systems

Zing helps retailers improve revenue and profitability by delivering a great customer experience across selling channels and handling increased transaction loads with ease.

Use Advanced Features and Create Comprehensive Reports – Without Performance Penalties

Azul Systems has taken its award-winning Java performance technology and created a software-based solution, Zing®. Zing is Java SE compliant and based on Oracle's HotSpot. It is the only JVM that delivers guaranteed predictability of response times even under unpredictable loads or while using very large in-memory data sets. Zing is ideal for product recommendation engines, business intelligence, search, Big Data, transactional systems and eCommerce where consistent response times and the ability to use more in-memory data are essential to business results.

Drop-in Replacement With No Coding Changes Required

Zing is simple to install and requires no coding changes to the application. Simply point your application or startup scripts to use Zing. Because Zing requires minimal tuning, you get great results out-of-the-box. Launch new features or applications faster and take advantage of business opportunities.

Zing is proven with major retail applications including Red Prairie All-Channel Commerce (formerly Blue Martini/ Escalate), WebSphere, Hybris and more.

Zing also includes a management and monitoring platform with a zero-overhead, always-on visibility tool, Zing Vision. Zing Vision allows you to diagnose production issues fast and identify quickly where performance bottlenecks occur.

Zing is the Best JVM for Retail and eCommerce Applications

Multi-channel, multi-device retail and data-intensive selling and business intelligence applications have changed the game. Azul Zing is the only JVM that allows these applications to live up to their full potential, supporting advanced features and heavy transaction loads and providing comprehensive real-time reporting to improve business results. Azul technology is in production use by major retailers that consistently score in the top 10 on Gomez® and Keynote® rankings, including Saks Fifth Avenue and Belk.

Try Zing Today

Request a free trial copy:

www.azulsystems.com/products/zing/trial_program

Read how major retailers use Azul Systems technology to deliver a consistent customer experience and improve multichannel business results.

www.azulsystems.com/customer-case-studies#retail

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