

# Case Study: RetailNext



## INDUSTRY

- Data services for retailers

## CHALLENGES

- Disparate systems to monitor
- Manual processes won't scale
- Need to find problems before customers do

## BUSINESS IMPACT

- Single pane of glass to view entire system
- Automation reduces need for new support hires
- Earlier detection of customer-affecting problems
- Correlation helps detect problem cause faster
- Improved collaboration across domain silos

## DATA SOURCES

- Analytics applications
- Point-of-sale (PoS) systems
- Wireless sensors
- Video cameras
- Cloud infrastructure

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*Harry Manley, Head of Customer Support, RetailNext*

## Business Overview:

RetailNext is the market leader in applied Big Data analytics for brick-and-mortar retailers. More than 160 retailers and brands worldwide have adopted its solutions to glean insights necessary to improve customer experience, increase same-store sales, reduce theft and eliminate unnecessary costs. RetailNext measures the behavior of more than one billion shoppers per year by collecting data from more than 65,000 sensors in retail stores and analyzing trillions of data points annually. Data sources include video cameras, Wi-Fi and Bluetooth devices, point-of-sale (PoS) systems, calendars, weather feeds, and more.

## Key Challenges:

RetailNext experiences a yearly business growth of 100% and needs to ensure that its customer support is delivering high quality data that scales as the business grows. Harry Manley, Head of Customer Support at RetailNext, elaborated, “We are a software company, but what we provide is data. And unless the data is good, there is no point in implementing our solution. So we must have a stable, monitored environment.”

RetailNext had previously relied on an outsourced team to periodically monitor for service failures, yet this process was time-consuming and labor-intensive to isolate problem cause. The RetailNext support team also had to become even quicker at detecting service-affecting problems, so that services could be restored faster. To remain effective, RetailNext determined the need to move the monitoring team in-house, without doubling the size of the team each time the business doubled in growth.

Additionally, RetailNext required a solution that could ingest data across all of its ‘system silos’ as it had a high diversity of sub-systems and data streams to monitor and correlate. RetailNext was also in the process of migrating to cloud services. The monitoring tool RetailNext required had to work across all of these silos in an automated fashion, without much maintenance, and that could quickly adapt to the continual changes happening in the RetailNext environment.



## Moogsoft Solution:

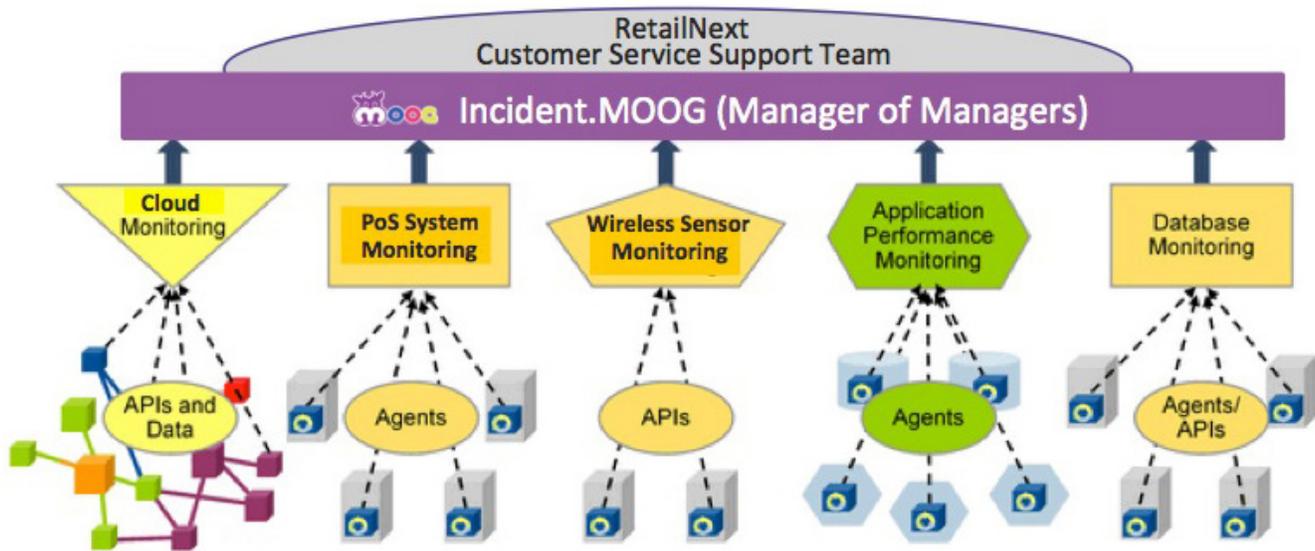
RetailNext recognized the need to switch from a manual monitoring system to an automated, next-generation Manager of Manager (MoM) solution. After evaluating different MoM vendors, RetailNext chose Incident.MOOG based on its machine learning algorithms and collaborative UIs to restore service problems faster.

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Incident.MOOG’s machine learning analytics could accurately correlate related events and alarms into single situations, ensuring constant monitoring of technologies as diverse as video systems, IoT sensors, servers, data warehouses, legacy PoS and inventory management applications.

Operating as a Manager of Managers (MoM) across their in-house monitoring tools, infrastructure and cloud services, Incident.MOOG serves as a single pane of glass for the entire RetailNext system. By automating the analytics and getting first notification when a service-affecting situation starts to unfold, RetailNext’s customer support team has become proactive, working on and resolving problems before customers are even affected. As a result, RetailNext’s service quality has improved as customer deployments have doubled, while customer support costs have remained flat.

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### Breakthrough #1: Real-time analytics help pinpoint customer problems faster

Before deploying Incident.MOOG, RetailNext’s customer support was not immediately notified when incidents occurred, and therefore remediation steps were delayed. This troubleshooting process was time consuming because there was not a consolidated view. With Incident.MOOG, however, RetailNext’s IT operational teams are now able to detect problems early – as they unfold – allowing teams to start troubleshooting quicker. Through machine learning, Incident.MOOG works in real-time to separate the events and alerts that relate to anomalies versus all the noise. Situations are contextualized with the related status data, helping support staff troubleshoot problems much faster.

### Breakthrough #2: Automated analytics reduce costs and errors as business scales

Rather than increasing their staff size to monitor their customer’s infrastructure, RetailNext chose to deploy Incident.MOOG to analyze and detect the service disruptions in real-time. Mr. Manley commented, “I can save a lot of time and cost by getting rid of the manual aspects. We have many screens, many eyes and we want reduction in noise, reduction in fingers, making everything in real-time.” Incident.MOOG allowed RetailNext to reduce support costs by more than 50 percent and saving months in rollout time. This huge savings helped RetailNext continue to expand their business by 100% per year, all while ensuring that their customers’ services are automatically monitored at all times.

### Breakthrough #3: Better collaboration improves customer experience

Before Incident.MOOG, RetailNext’s Support, Development, and QA teams lacked tools required to work together on problems. It was difficult to share information across the ‘silos’, to document communications, and to learn from previous support situations. With Incident.MOOG, RetailNext uses the virtual war room UIs – the Situation Rooms – to collaborate across silos and get the teams to work together to resolve customer issues faster. It’s easy for the support team to invite Development and QA engineers to view the data narrative underlying a Situation, communicate via a ‘facebook-like wall’ and resolve problems faster. The overall customer experience has increased as a result.

For more information, visit [www.moogsoft.com](http://www.moogsoft.com).

U.S. 140 Geary Street  
Office 1000  
San Francisco, CA 94108  
+1 415 738 2299

U.K. The Sanctuary  
23 Oakhill Grove  
Surbiton KT6 6DU  
+44 208 399 8266

NY +1 646 843 0455  
Singapore +65 3158 4393