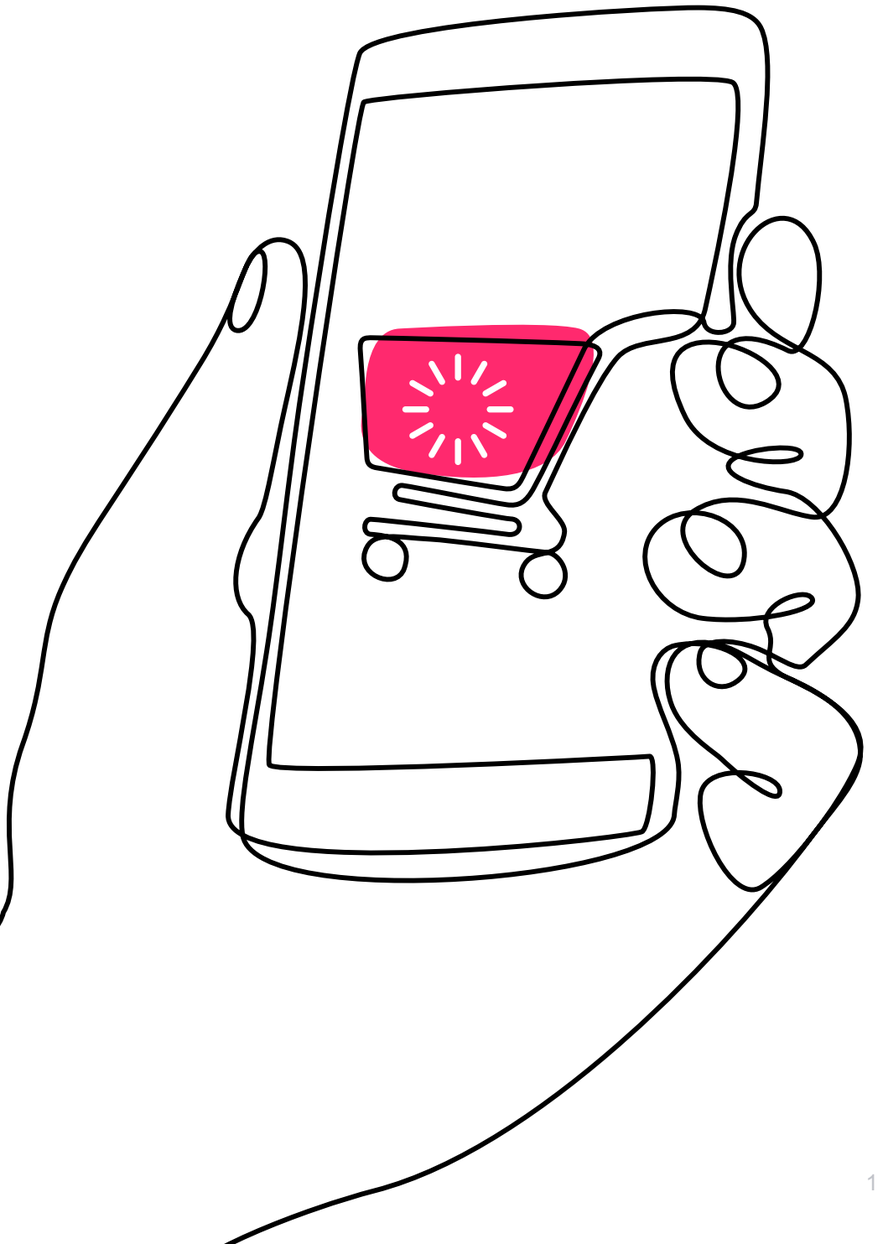
No Abandoned Carts Here:

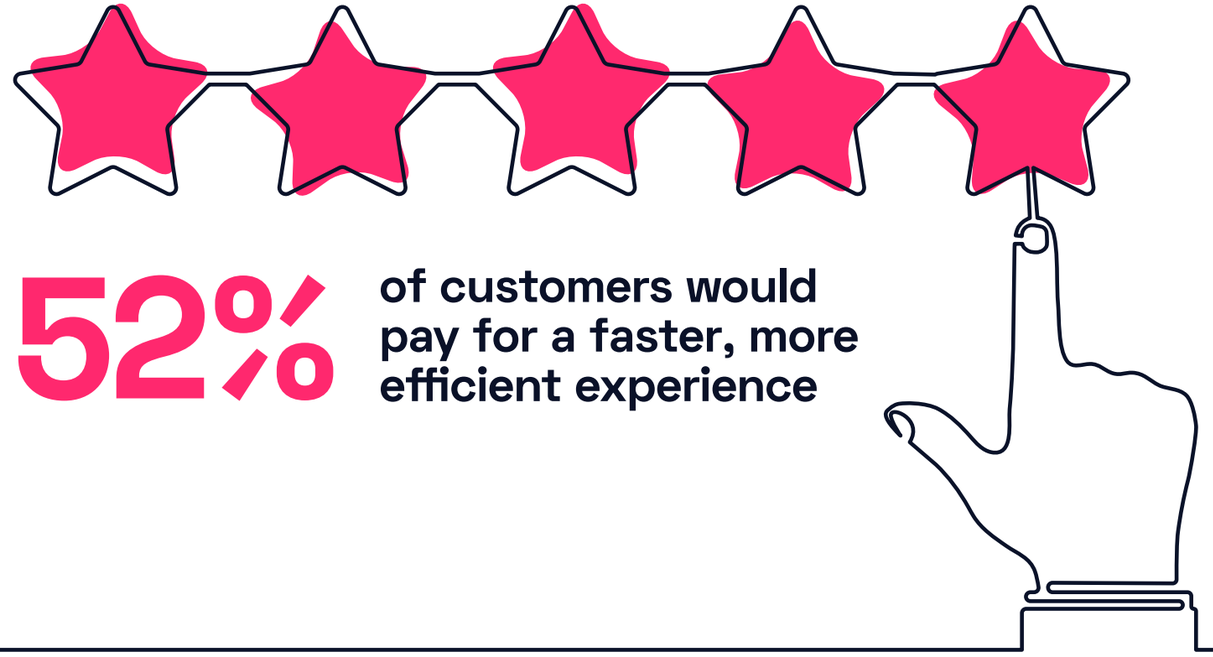
How to Keep Customers Engaged While Embracing the Cloud for Your Data



Is a Good Customer Experience Enough? Provide The Best Customer Experience Around

You know that in order to compete, you need to offer customers a more tailored and personalized experience. To achieve this, retailers are turning to exciting new technologies such as AI or augmented and virtual reality (AR/VR). The number one way to provide a great customer experience though, is with a user-friendly and easy-to-navigate website. Yet even a beautiful website offering a personalized and exciting customer experience can experience abandoned carts. In this ebook, we'll look at why this is, how retailers can keep shoppers engaged throughout the buying process, and walk through examples of how major retailers have been able to keep customers engaged with the Silk Cloud DB Virtualization Platform.

42% **of consumers will pay for a more friendly, welcoming customer experience**



52% **of customers would pay for a faster, more efficient experience**

Why Customers Abandon Their Carts

There are a number of reasons why cart abandonment occurs:

The extra costs, such as shipping, taxes, and other fees are too high

The retailer requires new customers to make an account, which a new – and not yet loyal – customer may not be willing to do

The checkout process takes too long

The pricing is unclear and leaves the customer unsure about what the final amount is

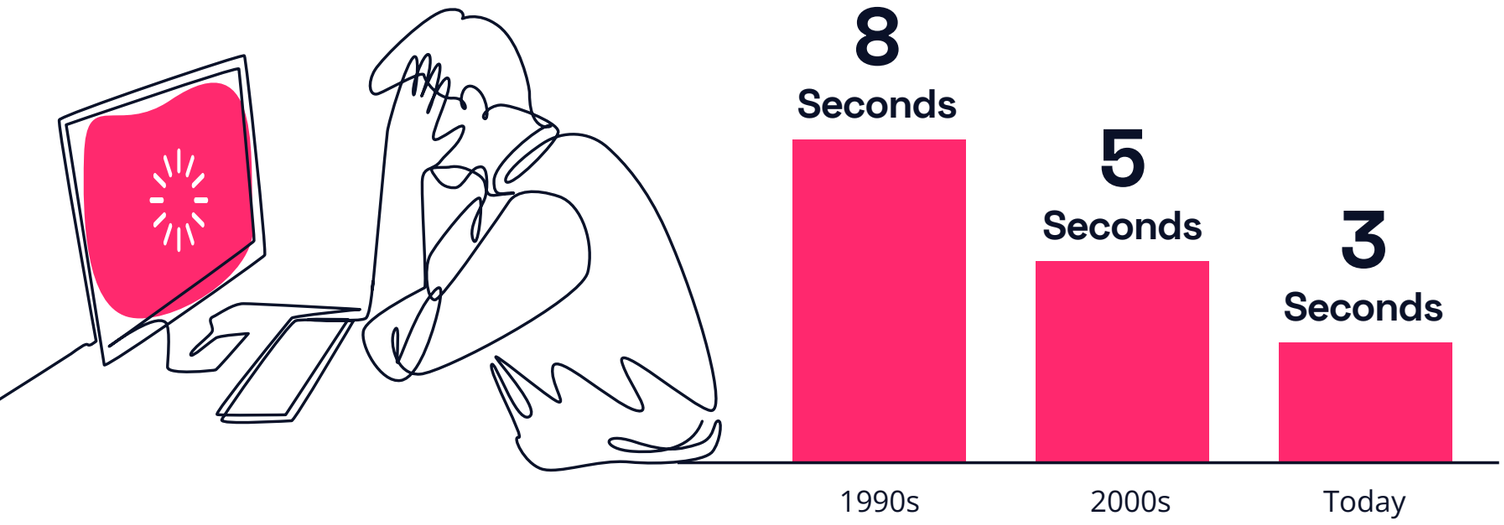
The website seems untrustworthy, and the customer doesn't feel comfortable sharing credit card or other payment information

But one of the biggest reasons for cart abandonment is because of the time it takes for a website to load. Slow is the new down!

Slow Is the New Down

Online shoppers are becoming less forgiving every year. In the 1990s, customers would wait an average of 8 seconds for a page to load before jumping ship. Today, they will only wait 3 seconds before abandoning a site.

Seconds Customers Will Wait For Page to Load



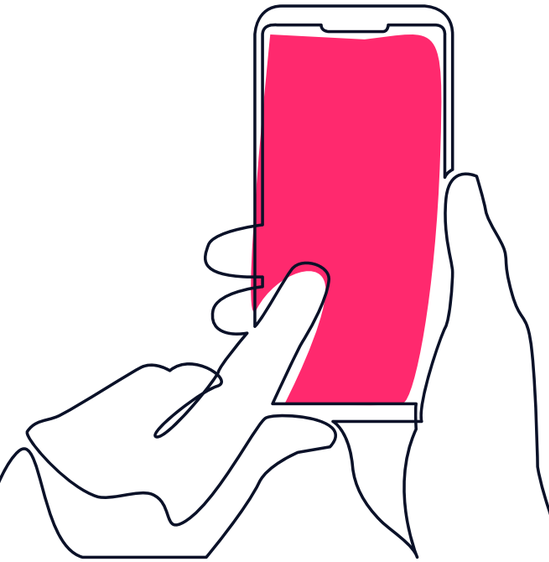
69.6%

The Average Rate of Cart Abandonment Across All Industries

That doesn't leave retailers much time to get a page loaded and start attracting the customer. And the numbers show that after one slow experience, most shoppers will not return to the site. In fact, even the biggest brand advocates will turn into haters after a single bad experience.

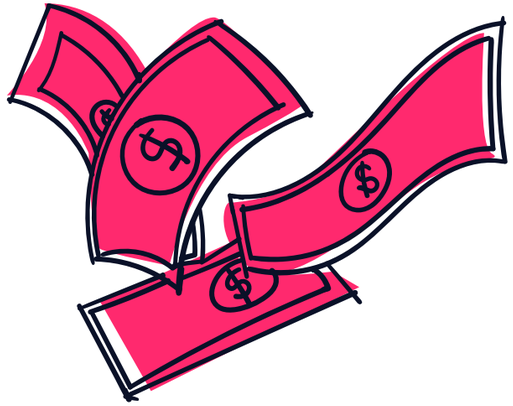
Why is your site taking so long to load? It's because of all the data that your system is gathering – ie data about your customers, payment information, and inventory information. Housing, sorting through, and making sense of this data in order to function can slow your system down.

Public Cloud: Is It the Solution To Your Problems?



The public cloud offers you the unique opportunity to cleanly store growing troves of data, with virtually infinite opportunities to scale. It's a great solution for adopting new technologies, yet there is one way in which it doesn't excel: performance. The public cloud just does not offer the same high level of performance that retailers need for their most mission-critical workloads such as Oracle or Microsoft SQL Server.

To boost that performance, you can try to provision additional resources on the cloud. But since the public cloud is shared amongst multiple cloud customers, the providers typically throttle speeds. Meaning you can provision all the resources you want – but you'll probably never reach the level of performance that you desire.



This also has a monetary cost to it. On the cloud, *every byte counts*. It's going to cost you dearly to get the capacity and performance that you need to keep your website humming along.

4 Ways Your Cloud Spend Can Easily Get Out of Hand

Overprovisioning of resources

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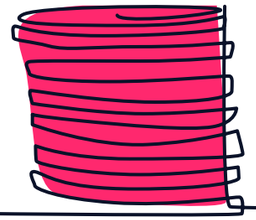
Spinning up cloud resources during customer demand surges or for development use, but forgetting to remove them once no longer needed



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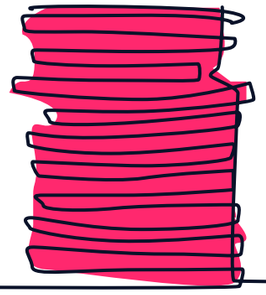
Nonexistent or poor cloud data management strategy



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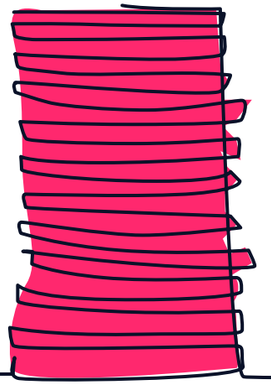
Necessary backups blowing through your storage capacity



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What you need is the ability to scale your cloud but not your cloud costs. How can you find a way to future-proof your cloud journey so that you get the ultra-fast performance you need today and transformative value tomorrow?

How Silk Offers Faster Performance for Mission-Critical Data on the Cloud

The Silk Cloud DB Virtualization Platform offers retailers the same level of performance at a fraction of the cost. Silk is a virtualized layer that sits between your underlying cloud infrastructure and your data and applications. It decouples performance and computing. This way, you can achieve the levels of performance you need to keep your customers happy, all without blowing through your cloud bill.

By adding Silk to your cloud infrastructure stack, you gain the flexibility of the cloud without being surprised by an unexpectedly high cloud bill. Silk's enterprise data services include instantaneous, zero-footprint snapshots, data deduplication, and other data reduction capabilities that help you always keep your cloud footprint to a minimum, so you never need to overprovision cloud resources to try to get the performance you need.

Ready to future-proof your cloud?

Learn more about how Silk helps retailers like you get the fast performance they need on the cloud for their most important workloads

Online Retailer Sees 3.2GB/s Throughput on Cloud for Microsoft SQL Server Workloads

A large furniture and home goods e-commerce company is one cloud customer that has recently seen the value of Silk. The company had a corporate objective to get all of its data into the cloud by a strict deadline. The team had moved its 40 Microsoft SQL Server hosts to the cloud but kept hitting throughput performance limitations. They knew they didn't have time to refactor their workloads and needed a way to get faster performance on the cloud as quickly possible.

With Silk, the retailer saw 0.2ms faster performance than they had even previously seen on-prem -- 3.2 GB/s throughput per SQL host. Not only were all performance limitations on the cloud eliminated with Silk, but the company was able to make their cloud resources more cost efficient with Silk's data services offering 3:1 data reduction. With Silk, the retailer now has confidence that they will be able to successfully house their Microsoft SQL Server workloads on the cloud while getting the performance they need within their price point.