INDUSTRY SOLUTION BRIEF

Cribl LogStream™

for Retail
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Retailers need an observability tool that supports customer centricity, advances their digital transformation efforts, and offers top-notch monitoring capabilities.

Changes Across the Industry

As the old saying goes, the customer is always right, and that is especially true in the retail industry. The modern retail consumer has a variety of stores to choose from, including brick-and-mortar establishments and online stores. As customers take further advantage of e-commerce options, and as traditional retailers compete for their business, digital transformation in retail has evolved to support customer centricity, including but not limited to, further adoption of digital technologies and the investigation of human-hybrid operational models.

To ensure the success of these investments, retailers have no choice but to provide more maintenance and monitoring, including additional investments in observability tooling.

Retailers will not only need to invest heavily in digital transformation to meet consumer demand, but they will also require analytics to better understand the behavior of those new technologies.

That structure must also include:

- Security throughout the environment
- Compliance with industry standards and regulations
- Complete control of the data, as well as encryption and security
- Support for multiple source protocols
- Support for both cloud and local instances
- Support for many destinations while having flexibility to add new ones
- Centralized management system driven by deep industry and regulatory expertise
Many retailers are looking to Cribl LogStream to support customer centricity and advance their digital transformation efforts. These enterprises typically work with data that exists in multiple sources with different source protocols. They often have data coming in a variety of formats, and those formats may not always match the formats required by the tools they are using. Retailers also have to keep security top of mind, especially when handling the personal identifying information (PII) of customers. With Cribl LogStream, retailers can support the continued onboarding of new data sources – like e-commerce platforms, point-of-sale systems, and robot resources – regardless of format, and get necessary insights from that data to continue moving their businesses forward.

An Observability Solution That Meets the Needs of the Retail Industry

Cribl LogStream is the best way for retailers to implement an observability pipeline, enabling them to parse, restructure, and enrich data in flight – before paying to analyze it. LogStream helps these organizations slash costs, improve performance, and effectively route data in the formats they require.

With Cribl LogStream, retailers can now:

- Reshape, reduce, or route data from any source to any destination
- Stay compliant with the latest industry standards and regulations
- Get further visibility into data, including valuable consumer insights
- Control costs along the way

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A Closer Look: Cribl LogStream™ for Retail

ROUTE DATA FROM ANY SOURCE TO THE MOST COST-EFFECTIVE DESTINATION

With Cribl LogStream, retailers can send data to the most effective destinations, including low-cost storage locations like S3 for long-term retention and compliance with industry standards and regulations. Administrators can quickly route data to the best tool for the job – or all the tools for the job – by translating and formatting data into the tooling schemas financial institutions require. Different departments in each organization can choose different analytics environments without deploying new agents or forwarders or diverting funds from digital transformation.

GET FURTHER INSIGHTS INTO ORGANIZATIONAL DATA BY AGGREGATING LOGS INTO SUMMARY METRICS

Cribl LogStream gives retailers the power to extract fields of interest and publish the result to metrics. Once aggregated, financial institutions will see a major reduction in event counts and data volume, freeing up valuable licensing capacity in their analysis tools. LogStream also enables flexibility and choice in the banking and financial services industry, giving these organizations the option to send the resulting metrics to their analytics tool(s) or route them to a dedicated time series database for efficient storage and retrieval. Using these methods, retailers can get further insights into customer data and better understand new data sources they are onboarding as part of any digital transformation efforts.

REDACT PERSONALLY IDENTIFIABLE INFORMATION (PII) FROM CONSUMER DATA IN FLIGHT

The retail industry can now leverage Cribl LogStream’s out-of-the-box Mask function to mask or obfuscate data in motion. Put simply, organizations can encrypt sensitive data in real time before it is forwarded to and stored at a destination, ensuring anonymity for every customer. LogStream helps retailers keep consumers’ personally identifiable information safe, enabling deeper customer relationships.

MONITOR OBSERVABILITY PIPELINES IN REAL TIME TO INFORM CRITICAL BUSINESS DECISIONS

LogStream also gives retail organizations the ability to reduce management overhead, with a robust and easy-to-use GUI-based configuration and testing interface. Retailers can capture live data and monitor their observability pipelines in real time, enabling further visibility to inform maintenance and other critical business decisions.
Summary

The retail industry is facing massive disruption due to a customer shift to e-commerce and other digital buying options, resulting in:

- **Further adoption of digital technologies to better compete**
- **The investigation of human-hybrid operational models to increase performance**
- **Investment in more maintenance and monitoring to ensure success**

Retailers must select an observability solution that moves these initiatives forward. Cribl Logstream is an observability solution that meets the needs of retail businesses, enabling them to route, reduce, or reshape data so that they keep customer personal identifying information (PII) secure, and get the insights they need in the most cost-effective way possible.

LogStream gives retailers the power to make choices that best serve their unique needs without undermining their digital transformation efforts, sacrificing competitive performance, or forfeiting customer centricity.

As these organizations’ goals continue to evolve, they will have the freedom to make new choices – including new tools and destinations, more comprehensive investigations, and new sources of data.

Cribl LogStream™ helps retailers get the data they want, in the formats they need, to wherever they want it to go.

ABOUT CRIBL

Cribl is a company built to solve customer data challenges and enable customer choice. Our solutions deliver innovative and customizable controls to route security and observability data where it has the most value. We call this an observability pipeline, and it helps slash costs, improve performance, and get the right data, to the right destinations, in the right formats, at the right time. Join the dozens of early adopters, including market leaders such as TransUnion and Autodesk, to take control and shape your data. Founded in 2017, Cribl is headquartered in San Francisco, CA. For more information, visit [www.cribl.io](http://www.cribl.io) or our [LinkedIn](http://www.linkedin.com), [Twitter](http://www.twitter.com), or [Slack](http://www.slack.com) community.