Deloitte and MapR team to help retailers enhance the consumer experience with artificial intelligence and machine learning

Retailers can deliver highly personalized and targeted messaging for their products and services with advanced techniques in artificial intelligence (AI) and machine learning (ML).

Successfully implementing and adopting AI and ML requires agility and finesse at the underlying data layer. Deloitte can help your business harness that power to identify unique advantages through cognitive, AI, and data technologies—to move faster with greater precision, to pinpoint truths that improve decision-making, and to create beneficial connections with customers.

Retailers need the flexibility to move data and applications seamlessly between their on-premise and cloud environments, and Deloitte can help your organization leverage MapR to implement a cloud-neutral, agile and portable data layer. With the MapR data platform, retailers can leverage capabilities for data ingest, storage, and processing of both operational and analytical workloads to harness data for actionable insights. It enables retailers to pull together all in-store and online touchpoints related to their customers to build a truly 360° click-and-mortar experience.

Let us help you drive a compelling personalized brand and product experience:

- Capture and analyze consumer events in real-time with both raw and derived output
- Consolidate profile records and enrich with consumer attributes both internally (in physical stores, ecommerce sites, mobile sites) and externally (in social forums, marketplaces, messaging platforms)
- Act on consumer events as they are happening to deliver content, messaging, incentives, loyalty program rewards, and/or product recommendations at the point of impact – online, in stores or on mobile devices
- Build, test and deploy AI/ML models to refine and enrich the master consumer profile
The MapR data platform serves as a modern data backbone for the next generation of applications that will need to capture, process, and analyze consumer events and interactions as they are occurring, and deliver relevant content and personalized engagement across a variety of dynamic touch points.

### Use Cases
- In-store Engagement
- Ad Performance Optimization
- Payment and Purchase Behavior
- Customer Segmentation
- Sentiment Analysis
- Payment and Purchase Behavior
- Fraud Detection
- Demand Forecasting
- Personalized Offers
- Reward History and Conversion
- Digital Engagement
- Mobile and Push Analytics

### Data Sources
- POS Transactions
- Online Purchases
- CRM Loyalty
- Web Clickstream
- Holiday Events
- Weather
- Email
- Social Media

### Insights
- Data Exploration
- Dashboards
- Analytics
- Applications
- Search

### Stakeholders
- Customers
- Retailers
- Suppliers
- Financial Institutions

### Get in touch

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**About Deloitte**
As the premier data-powered and platform-enabled Cognitive Consultancy, we help clients achieve competitive advantage through data- and cognitive-powered transformations that promote enterprise intelligence, autonomous processes, and precision stakeholder engagement.

We work with clients to apply intelligence across the entire data, analytics, automation, and AI value chain, including:
- Data & Analytics Modernization
- Robotics & Cognitive Automation
- Cognitive Insights & Engagement
- Managed Analytics

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**About MapR**
MapR Technologies, provider of the industry’s leading data platform for AI and Analytics, enables enterprises to inject analytics into their business processes to increase revenue, reduce costs, and mitigate risks. MapR addresses the data complexities of high-scale and mission-critical distributed processing from the cloud to the edge, IoT analytics, and container persistence. Global 2000 enterprises trust the MapR Data Platform to help them solve their most complex AI and analytics challenges. Amazon, Cisco, Google, Microsoft, SAP and other leading businesses are all part of the MapR ecosystem.

For more information, visit mapr.com.

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