



DataStax and Microsoft Azure: The Hybrid Cloud Database Built for Global Enterprises

DataStax powers the Right-Now Enterprise with the always-on, distributed cloud database built on Apache Cassandra™ and designed for hybrid cloud. DataStax Enterprise (DSE) on Microsoft Azure (and Azure Stack) empowers your applications to deliver instant, personalized experiences by making them highly contextual, always-on, real-time, globally distributed, and infinitely scalable, while giving you the data autonomy you need to thrive in an increasingly hybrid-cloud world.

www.datastax.com/partners/microsoft-azure

Joint Customer Wins



"As a leader in providing information and insight that shape today's business landscape, we knew it was critical to transform our back-end business processes to address scale and flexibility. DataStax Enterprise on Azure helps us convert content into value for our customers."

- Graham Lammers, Sr. Director of Product Development, IHS Markit



"First American Financial is using DataStax Enterprise on Azure Virtual Machines to store billions of recorded property records allowing users to search for relevant details. The solution stores the largest number of real estate property documents in the industry."

- Scott Guthrie, EVP, Cloud & Enterprise Group, Microsoft

"DataStax on Azure enables us to do everything we need, including near-real-time data processing and longer term batch processes. We're also able to handle linear data growth without having to shard our clusters and manually manage data."

- Sean Usher, Customer Fabric Platform Team, Microsoft



Starbucks needed to undergo a digital transformation to address its key business initiatives: loyalty and rewards, and convenience and engagement through mobile and digital experience. They needed a massively scalable, highly available platform that could perform fast, low latency reads and writes. This made DataStax and Azure an integral part of their new technology stack.



STARBUCKS™

DataStax, Microsoft, and Publicis.Sapient and Acquia have teamed up to create **Rapid Commerce**.

An out-of-the-box toolkit, the Rapid Commerce solution is fully cloud-native, microservices and “headless” architecture-based digital commerce platform accelerator that allows large retailers to shift their business into high gear with a modern commerce platform.

Now available on Azure Marketplace:
<https://aka.ms/rapidcommercepsdx>

DataStax Retail Customers



DataStax powers the Safeway grocery shopping application and acts as the loyalty platform for all their brands. Millions of customers use the 'Just for U' loyalty mobile app, which is run on Microsoft Azure and presents customers with purchase history-based daily offers and coupons. Choosing DataStax Enterprise has allowed Safeway accelerate the expansion of its digital offerings and grow its ecommerce business.



eBay has used DataStax to develop one of the world's largest product catalogs that serves more than 112 million active users. The catalog allows users to organize their search results by product instead of by listing, with just one click on their mobile device. It also has visual search functionality that allows users to search eBay's inventory by taking a picture of an item they want—all via the power of DataStax Enterprise.



"We're invested in providing a positive and engaging customer experience across all channels in an effort to attract and retain customers online and in-store. DataStax powers our omnichannel catalog service. We're able to scale our technology to meet our growing business needs and ultimately digitize and personalize the customer journey across the omnichannel."

- Anand Rajagopalan,
VP of eCommerce
Engineering, Macy's



Walmart, the world's largest retailer, serves 260 million shoppers a week through its ecommerce websites and apps and 11,000+ stores in 28 countries. Facing competition from all sides, Walmart seamlessly integrated its web, mobile, and in-store shopping platforms, using DataStax Enterprise for its search and streaming analytics capabilities, and also for its high fault tolerance and linear scalability.

Contact Us

Morris St. Angelo

Sr. Director, Cloud & Partner Solutions Development
morris.stangelo@datastax.com

Cathleen Nelson

Sr. Manager, Cloud Business Development
cathleen.nelson@datastax.com