



How Striim Empowered Macy's to Deliver Seamless Inventory Experiences

Challenge

Macy's faced significant challenges that necessitated platform modernization. They needed a single source of truth across various databases, including DB2 on the mainframe and Oracle, leading to data inconsistencies. High maintenance and licensing costs of mainframe systems were impacting profitability. The speed to market was hindered by data residing in multiple systems, complicating application development. Additionally, inconsistent customer experiences across different systems caused discrepancies in inventory data between online and in-store channels. Finally, the inability to sunset existing legacy systems added complexity, making the migration to a modern cloud infrastructure essential to reduce dependency on outdated technologies.

Solution

Striim addressed Macy's challenges with an advanced real-time data integration platform. By replicating data from mainframe and Oracle databases to Google Cloud Platform services like Cloud Spanner, Pub/Sub, and BigQuery, Striim ensured a single source of truth. Real-time data synchronization allowed Macy's to maintain consistent customer experiences across online and in-store channels, preventing out-of-stock scenarios and efficiently managing inventory. Striim's architecture ensured high availability with multiple VMs, minimizing downtime and enhancing disaster recovery. Additionally, Google Cloud's flexibility allowed Macy's to scale operations during peak holiday demands, ensuring optimal performance and user experience.

Results

- **Improved Operational Efficiency:** Real-time data integration streamlined inventory and order management, reducing the time and effort required to manage these processes and allowing Macy's to focus more on strategic initiatives.
- **Cost Savings:** By migrating data from mainframe systems to Google Cloud, Macy's significantly reduced maintenance and licensing costs, decreasing dependence on expensive legacy systems and leading to substantial cost savings.
- **Seamless Customer Experience:** Consistent and real-time data flow across online and in-store channels ensured that customers received a uniform experience, preventing out-of-stock situations and inventory surpluses, particularly during peak shopping periods like Black Friday and Cyber Monday.
- **Faster Time to Market:** With a unified data source in the cloud, Macy's accelerated application development and deployment, enabling the company to quickly respond to market changes and customer needs for a competitive edge.
- **Support for Digital Transformation:** The successful implementation of real-time data pipelines and cloud migration supported Macy's broader digital transformation goals. This transformation positioned Macy's to better compete in the rapidly evolving retail landscape, leveraging cutting-edge technology to enhance both operations and customer engagement.

“Striim helped us modernize our platforms and achieve real-time visibility, syncing our inventory data to prevent out-of-stock or surplus situations during peak holidays like Black Friday and Cyber Monday.”

Neel Chinta, IT Manager at Macy's