



Proactive customer experience management for e-commerce

[www.elastisys.com](http://www.elastisys.com)

## Prediction and automation creates world class shopping experiences

As an online retailer, customer loyalty has never been harder to earn as competition these days is never more than a click away. A poor customer experience eats away at your margins and harms your brand. Lightning fast performance and constant availability make customers happy, keep them recommending you and sees them returning time after time.

Research shows that increased web page response times translates directly into lost revenue for online retailers. In a global marketplace, the bar for what shoppers consider acceptable performance is constantly raised as they get used to accessing fast and highly available services 24/7.

Elastisys provides a solution to these problems in the form of our predictive e-commerce management software. Elastisys software monitors the patterns of your customers, using predictive analytics to anticipate the future demand on your website and automatically adjusts your IT infrastructure to ensure an excellent shopping experience no matter what.

## Focus on shipping products

As a retailer you want to focus on selling products and not on managing IT infrastructure. You also never want to worry about if your infrastructure will be able to handle the next wave of visitors, be that during Black Friday or when a successful market campaign has gone viral.

Elastisys software works by monitoring your e-commerce platform, extracting key performance metrics like number of visitors and resource utilization for your infrastructure. These metrics are combined with historic data and trend analysis to anticipate upcoming demand. Predicting future visitors allows Elastisys software to proactively take action to always keep your store available and delivering a great customer experience, even when your marketing campaign gets a lot of traction or when your holiday offerings attract huge attention.



Elastisys software is able to integrate into all major e-commerce platforms and runs on all major public clouds as well as on-premise data centers.

**Give a great customer experience every time.** Grow your revenue and customer loyalty by running your e-commerce store with the intelligent management it deserves.

## Features

- Automated management of IT infrastructure
- Proactive response to customer demand
- Extreme scalability, using industry best-practice orchestration tools such as Kubernetes combined with Elastisys patented analytics and automation engine
- Built-in alarms, logging and monitoring
- Vendor neutral software that integrates with all major e-commerce platforms, cloud providers and 3rd party monitor and logging tools

## Effects

- Increased availability and uptime
- Increased responsiveness
- Cost savings. Avoid unnecessary over-provisioning during periods of low traffic, instead always run your site with right-sized infrastructure
- Automate yourself away from tedious configuration and capacity balancing of IT infrastructure and more spend time selling products
- Let the holiday season maximize your revenues, not your worries about site uptime. Let Elastisys intelligent software automatically manage your infrastructure instead of babysitting it manually

## About Elastisys

Elastisys products and services extend on decades of internationally leading research in distributed systems, cloud computing, and autonomous management of virtualized resources. Elastisys was founded in 2011 and is a spin-off company from the renown distributed systems research group ([www.cloudresearch.org](http://www.cloudresearch.org)) at Umeå University. In 2017, Elastisys was recognized by the well renowned 33-listan as one of the most promising tech startups in Sweden.

