

Scaling retail for peak demand: Smarter performance, seamless experience

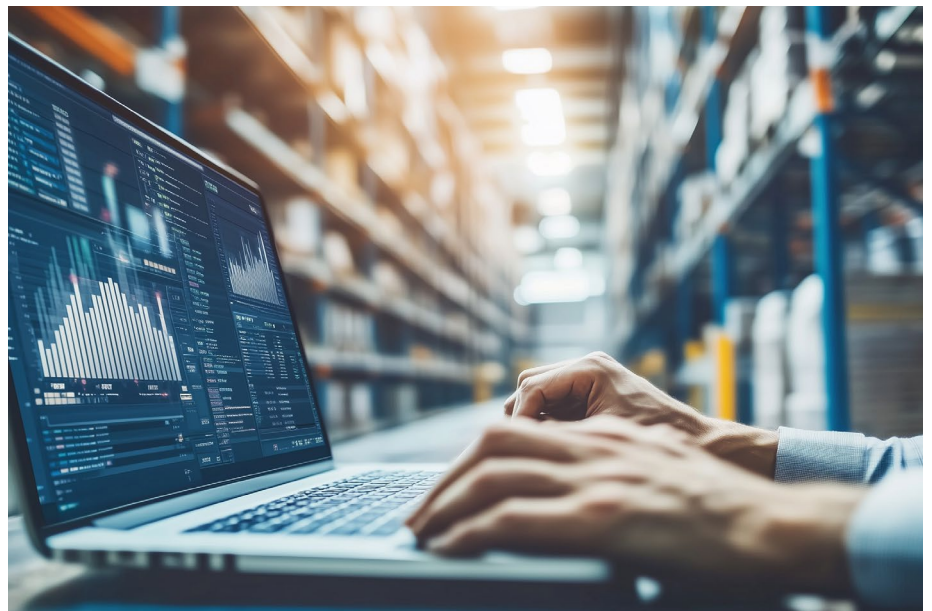
How OpenText helps retail and CPG brands deliver secure, high-performing digital experiences during seasonal surges and beyond



Business backdrop

Retailers face enormous pressure to deliver flawless digital experiences during peak shopping events like Black Friday, Singles Day, and Cyber Monday. These moments can make or break a brand's reputation—and bottom line. According to IDC, retail web traffic can surge more than three times the daily average during holiday sales.¹ Yet, many retailers still struggle with slow load times, mobile app crashes, and infrastructure failures that lead to customer churn and lost revenue.

The stakes are high: 88 percent of users don't return to a website after a bad experience, and 85 percent expect mobile apps to outperform desktop sites.² With downtime costing up to \$5 million per hour,³ retailers must ensure their digital platforms are resilient, responsive, and ready for scale. OpenText helps retailers meet these demands with a proactive performance engineering strategy that integrates AI, observability, cybersecurity, and agile development into a unified platform.



1 IDC, *Retail Reinvention in the AI Era*, July 8, 2024

2 TrueList, *UX Statistics*, 2023

3 OpenText, *Cybersecurity's 2024 Ransomware Survey: Supply Chain Attacks Surge*, October 10, 2024

“Last year’s Black Friday promotion was an enormous success for Discount Tire. We saw almost two-times higher user traffic compared to the previous season, but our systems remained rock solid—helping us to delight our online customers and win incremental sales.”

Dessith Thota

Senior Performance Engineer,
Discount Tire

Retailers must scale digital operations without sacrificing performance or security

As omnichannel shopping becomes the norm, retailers must deliver consistent, high-performing experiences across web, mobile, and in-store platforms. This requires real-time monitoring, Agile development, and secure infrastructure to support seasonal scale and long-term growth.

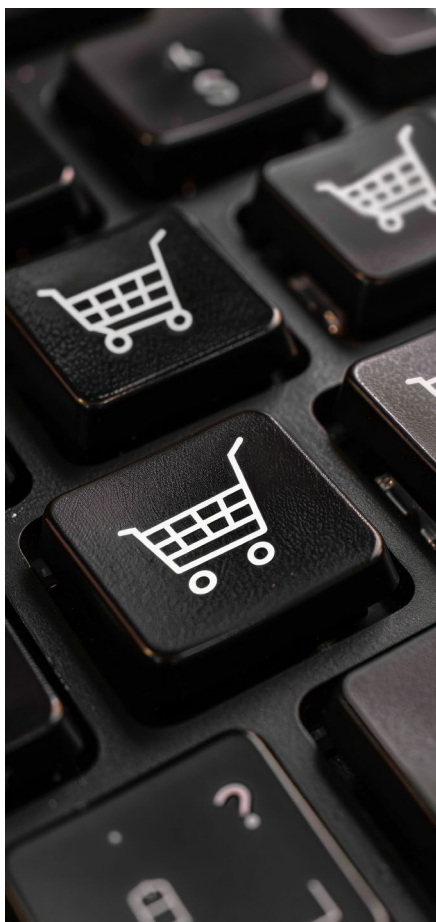
OpenText vision

OpenText envisions a future where retailers can confidently scale digital operations to meet peak demand—without compromising performance, security, or customer experience. Our platform integrates AI, cybersecurity, observability, DevOps, and service management to help retailers deliver seamless, secure, and scalable digital experiences.

With OpenText, retailers can:

- **Optimize application performance** with Aviator™ AI, which delivers predictive insights, anomaly detection, and intelligent automation across digital channels.
- **Secure ecommerce platforms and customer data** with OpenText™ Cybersecurity Cloud, protecting against ransomware, fraud, and supply chain attacks.
- **Accelerate innovation** with OpenText™ DevOps Cloud, enabling continuous integration and deployment of ecommerce and mobile applications.
- **Ensure uptime and reliability** with OpenText™ Observability tools that monitor infrastructure, applications, and user journeys in real time.
- **Streamline support operations** with OpenText™ Service Management, automating incident response and enhancing omnichannel service delivery.





OpenText solutions

OpenText solution	Relevance to retail/CPG seasonal scale	Value proposition
Aviator AI	High	Predictive insights, anomaly detection, AI-driven optimization
Cybersecurity Cloud	High	Secures ecommerce platforms, customer data, and supply chain integrations
DevOps Cloud	High	Agile development, CI/CD, continuous improvement
Observability	High	Real-time monitoring, anomaly detection, performance optimization
Service Management	Medium	Incident automation, omnichannel support, reduced MTTR
Content Cloud	Medium	Centralized access to product content and marketing assets
Business Network Cloud	Medium	Supplier connectivity, automated inventory and logistics coordination
Experience Cloud	Low	Supports stakeholder communication and customer engagement

Business outcome

By implementing OpenText's seasonal scale strategy, retailers can expect measurable improvements in performance, security, and customer satisfaction:

- **Reduced downtime and fewer abandoned carts** through proactive performance testing and real-time monitoring.
- **Faster time to market** with Agile development and automated deployment of seasonal campaigns.
- **Improved customer trust** with secure, compliant ecommerce platforms.
- **Higher conversion rates** through AI-optimized digital experiences.
- **Greater supply chain agility** with automated coordination of seasonal inventory and logistics.

These outcomes help retailers protect revenue, build brand loyalty, and scale confidently during peak demand and beyond.

Next steps

We invite you to explore how OpenText can support your seasonal scale strategy. Recommended next steps include:

- **Introductory meeting** with your ecommerce, IT, and operations leadership teams.
- **Joint roadmap exchange** to align on seasonal goals and identify opportunities for AI, automation, and secure data exchange.
- **Business Value Consulting workshop** to assess current capabilities and define a vision for scaling digital operations with confidence.

Why OpenText?

OpenText is the global leader in information management, serving thousands of retailers and CPG brands worldwide. Our integrated platform unifies content, data, and AI—empowering retailers to scale securely, optimize performance, and deliver exceptional customer experiences during peak demand and every day.

Contact us

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