StreetHawk Chooses Ninefold To Shake Up Retail

~ new shopping app uses Ninefold to solve the challenge of big data in the cloud ~

Sydney, May 172012 StreetHawk, the new location-based mobile personal shopping service, haschosen to host its business on Ninefold, the Australian cloud computing andstorage company.StreetHawk is a personal shopper in your pocket thathunts for your favourite purchases 24x7. It performs your saved searches, alertingyou when it has found what youre looking for near to your current location, orat the places you frequently shop, together with special offers. It combines the power of3G, smartphones/mobile devices, cloud computing, web apps and GPS to helpretailers win and retain customersby connecting them to available products in theirlocal vicinity.

Itchose Ninefold to host its unique Australian-developed RRR (Right place, Righttime, Right person) platform. At launch, the app needed to support terabytes of real-time retail inventory from50 retailers and 300+ shop locations to successfullyconnect traditional bricks and mortars retailers with smartphone shoppers inSydney.

Currently,StreetHawk is hosting itsheavy computing services, including data collection and some API servers, onNinefolds cloud. The next step is to move the smartphone API, currently onlinode, and the content delivery network (CDN), currently on Google AppEngine,onto Ninefold.

StreetHawkcaptures and stores fast moving real-time data and needed storage space to scale rapidly withoutmassive expenditure. It recognised that traditional hosting would be lessefficient in handling the rapidly growing big data requirements of the newgeneration of mobile apps and web services. The growth in themobile app market expected to reach $35 billion by 2014 (according to researchby IDC) will also drive further growth in big data and cloud storage.

StreetHawk has longer-term ambitions to develop the RRRengine as a mobile ad network to help generate revenue opportunities and bettertargeting for retailers by marrying brands with location and behavioural datagained through mobile device use patterns. StreetHawk will offer RRR to othervertical sectors to help retailers promote brands and deliver targeted offersright into consumers pockets in a way not currently possible with mobile. With an active customer use rate of 30%,StreetHawk helps drive footfall and more sales to retailers, while helpingshoppers browse and locate products more efficiently.

We choseNinefold because we needed to host big data sets and deliver real-time matchingperformance for our RRR Engine. We love Ninefold because of its elasticcapability to increase size with demand and inventory, and elastic pricingmodel for cost control and efficient deployment said Sri Panyam, Engineer 1 atStreetHawk. Of most value for us is the extremely low latency for our mobileusers who expect data in real-time. We have to deliver data as fast as possibleto ensure ongoing user engagement, so speed is a clear benefit of the Ninefold servicefor us.

Advertising in mobile at the moment is a bug-bear foradvertisers and retailers who are keen to try out this powerful new channel butlack the tools to do so effectively. In fact, the state of mobile advertising inAustralia and the world right now actually puts brands back in the dark ageswith its lack of targeting visibility, said Natasha Rawlings, Chief Hawkat StreetHawk. By offering an in-pocket, speedy, freeservice to consumers, StreetHawk, based on Ninefold, is helping traditionalretailers stay relevant and engaged with customers.

Speed, latency and security are very important to mobileusers, and were proud to see such innovation in retail, mobile and advertisingin Australia on Ninefold. Were also very excited to see where StreetHawk goeswith its Rightplace, Right time, Right person engine as it looks set to be agame-changing mobile technology, said Peter James, Chairman and Co-Founder atNinefold.

AboutStreetHawk

StreetHawk is a new and revolutionary way ofsurfacing retailers vast inventory to shoppers while they are on-the-go throughsmartphones. StreetHawk uses its RRR Technology to allow shoppers to searchfor the items they are looking for in the shops around them, or if they savetheir search StreetHawk will notify shoppers when they are around the item theywant as they move around. StreetHawk has launched an aggregated app in fashion,but is also making its RRR technology available to retailers who want to drivefootfall and engagement in their apps.

www.streethawk.com.au