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# Actian Hybrid Data Conference

2018 London





Action  
Hybrid Data  
Conference  
2018 London

# Be Disruptive or be Disrupted

Activate your Transformation

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# Digital Disruption

Data Analytics is now a quintessential *business matter*

Business models are subject to rapid displacement, disruption, and, in extreme cases, outright destruction.

A move to analytics throughout the organization where insights will be used; on the front-lines

CIO role is being absorbed, as standalone digital teams are integrated into the core business,

75%

S&P 500 incumbents will be gone by 2027.<sup>3</sup>

50%

S&P 500 from year 2000 no longer exist

34%

CDO's are shaping and/or executing the digital strategy

Source: McKinsey, Gartner, Accenture 2016

# Hybrid Data Workload – 4V's

## Variety

Video Machine logs  
SCM Structured  
ERP Voice CRM

## Venue

AWS  
Private Cloud  
Azure  
On Premise

# Hybrid Data Workload

100+ TB

Growing at 60% annually

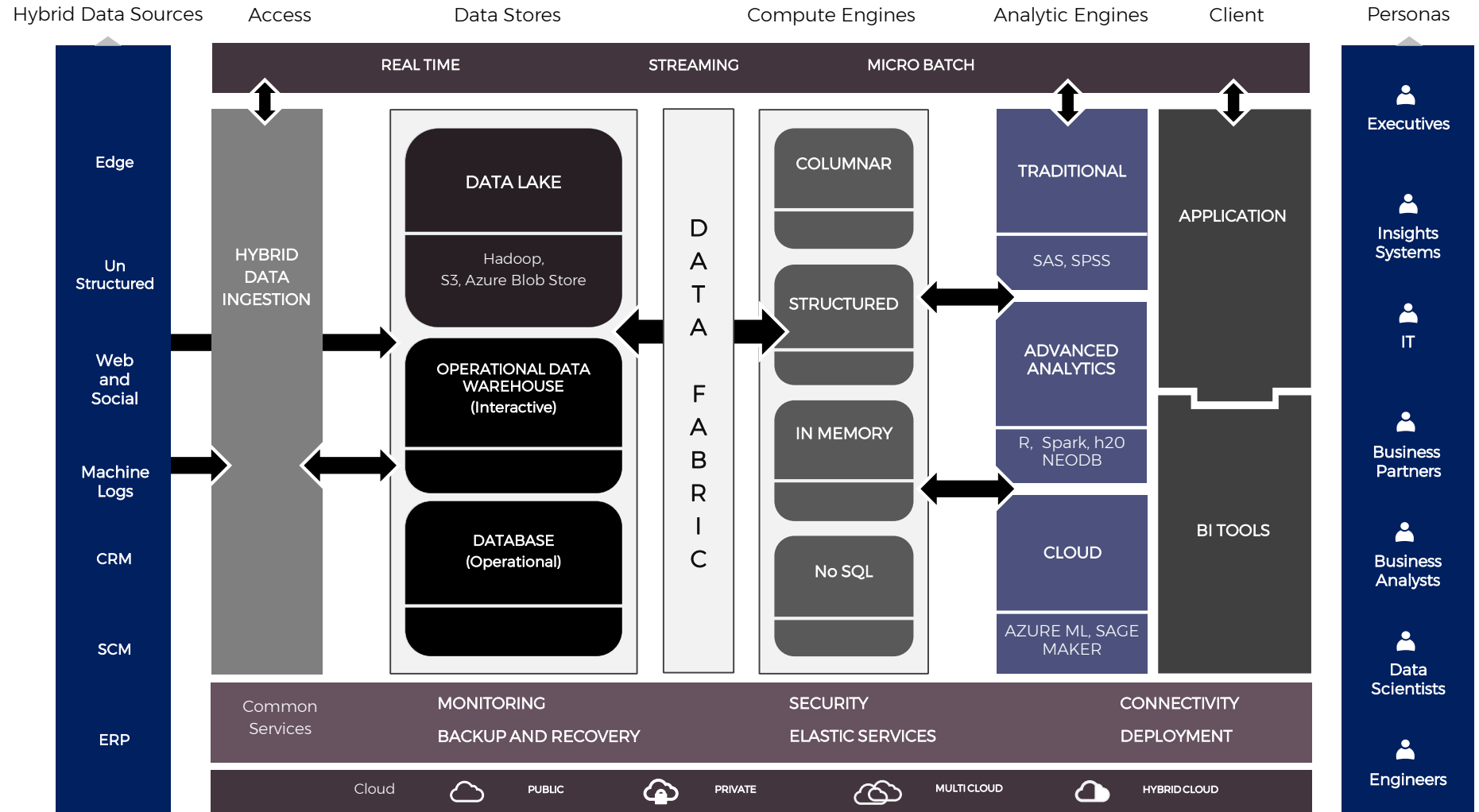
## Volume

Micro batch

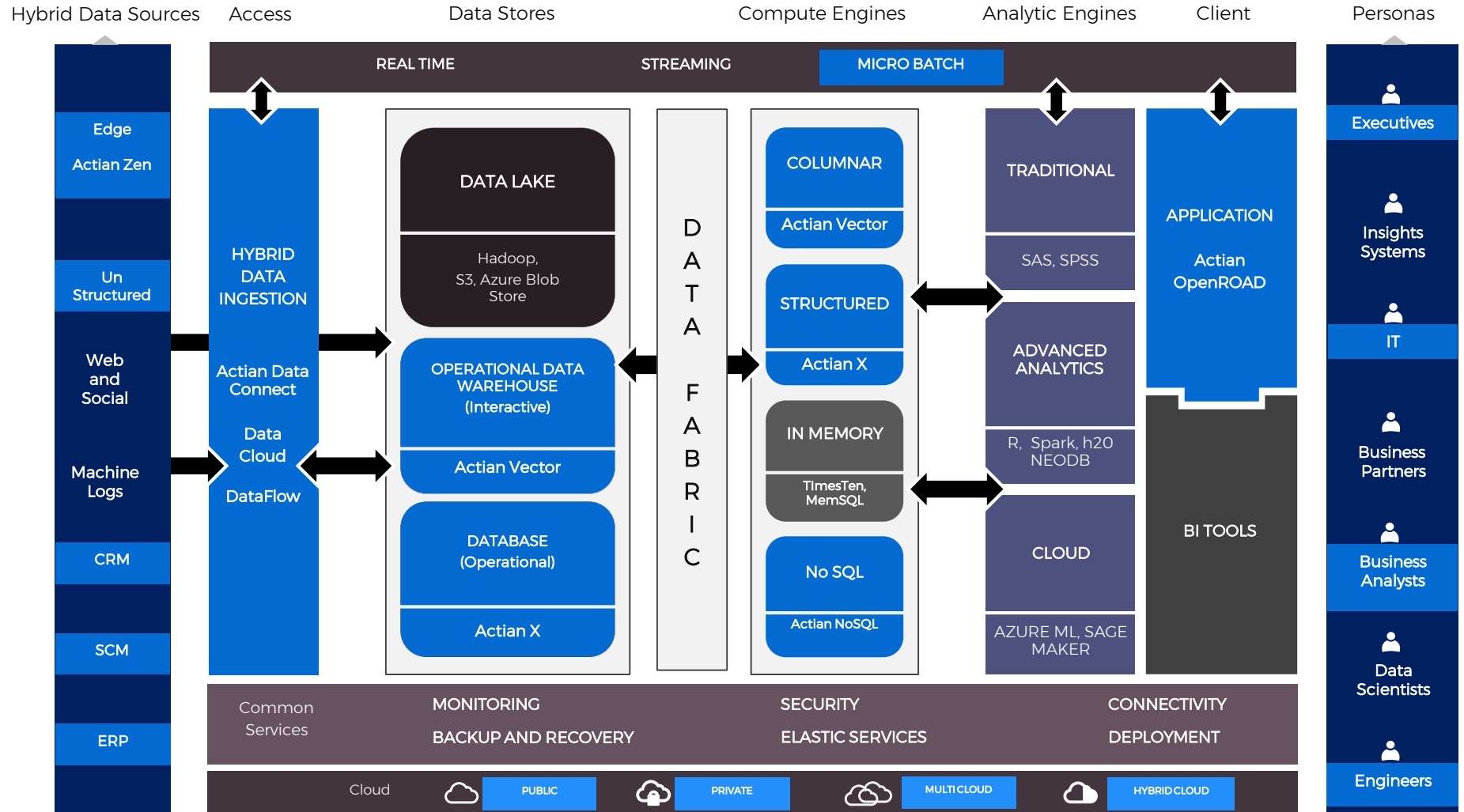
Sparse Streaming

## Velocity

# Hybrid Data Reference Architecture

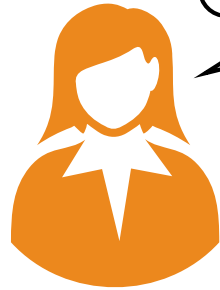


# Action solves Hybrid Data





# User story: Financial institution wants to build a better predictive model to detect customer churn



CMO,  
Kathy

1M subscribers lost. Can we predict churn?



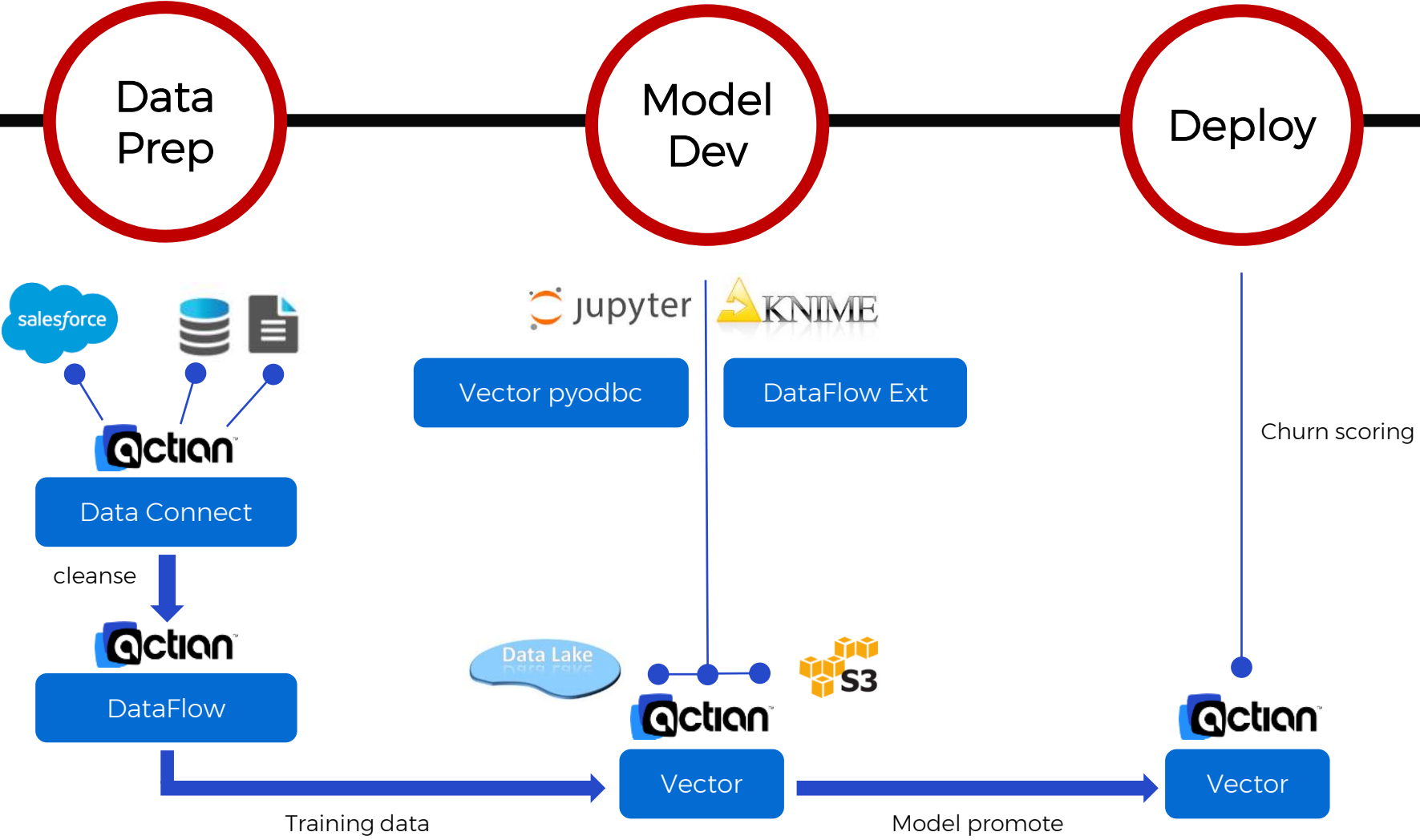
Data Scientist,  
Jason



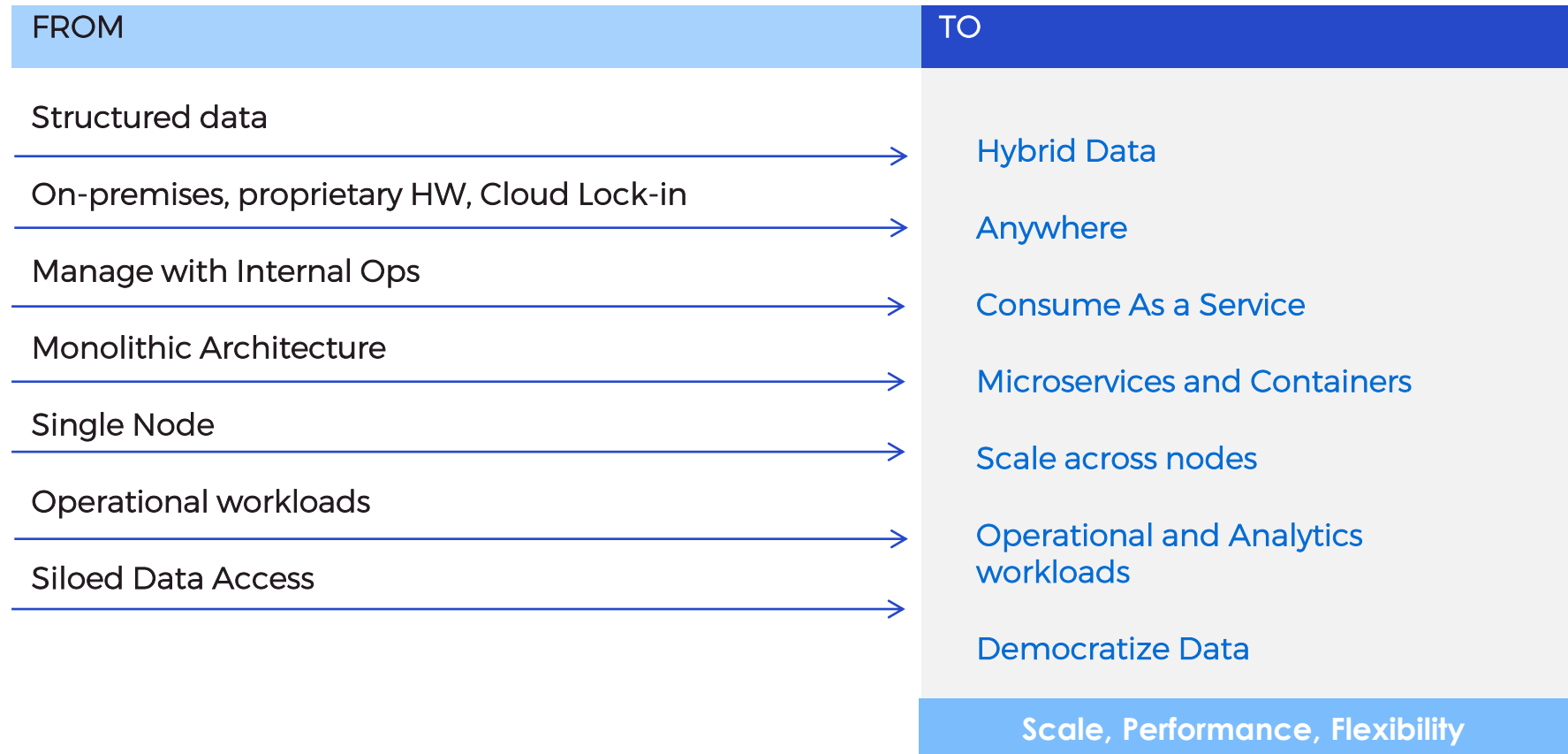
## CHALLENGES

- Large data set - 40 million accounts with 2.5 billion events
- Hybrid data set (call center, web, billing, email)
- Long churn path - 18 to 49 events per account

# Predictive churn model with Actian and your favorite analytics tools



# Action Transformation



Vector as a Service

Graph as a Service

Zen in iOS and Android

# Activating your Transformation

Backend as a Service

Business Outcomes

# Action Vision

## Augmented Analytics

1	2	3	4	5
Enable Analytics at the Edge	Provide seamless data integration and quality	Make it easy to do analytics	Enable customers to use their preferred tools	Help customers to operationalize analytics
<ul style="list-style-type: none"><li>▪ Scalable key value store at the edge</li><li>▪ Small footprint</li><li>▪ Embeddable</li><li>▪ API and SQL access</li><li>▪ <b>Zen Edge DB</b></li></ul>	<ul style="list-style-type: none"><li>▪ Connectors to Hybrid Data Stores</li><li>▪ Batch and Stream processing</li><li>▪ Parallelized Execution</li><li>▪ Scale with containers</li><li>▪ <b>Data Connect</b></li><li>▪ <b>Data Flow</b></li><li>▪ <b>Data Cloud</b></li></ul>	<ul style="list-style-type: none"><li>▪ Best TOC for analytics at scale</li><li>▪ In database analytics with UDF's</li><li>▪ Any Data Anywhere</li><li>▪ Managed Service</li><li>▪ <b>Vector</b></li><li>▪ <b>Vector as a Service</b></li><li>▪ <b>Graph as a Service</b></li></ul>	<ul style="list-style-type: none"><li>▪ Integrate with workbenches</li><li>▪ Provide multiple language support</li><li>▪ Data Preparation and Model building</li><li>▪ <b>KNIME</b></li><li>▪ <b>JupyterHub</b></li><li>▪ <b>pyODBC</b></li><li>▪ <b>SQL</b></li></ul>	<ul style="list-style-type: none"><li>▪ Packaged templates</li><li>▪ Data Anywhere</li><li>▪ Best in class TOC for analytics</li><li>▪ Extensible thru partners</li><li>▪ <b>Rest API's</b></li><li>▪ <b>BaaS for scoring</b></li></ul>



Can your plan meet operational and analytics workload SLA's?

Does your architecture plan address the 4 V's?



Do you have the right partners for your digital transformation?







**Partner with Actian in your transformation journey**

**Thank You!**

