Get a 360 Degree Customer View With Actian Avalanche™ Analytics
COVID-19 has upended customer loyalty and the buyer's journey.

75% of U.S. consumers have tried a new store, brand, or new way of shopping during the pandemic.

McKinsey 2020

Top 3 challenges identified by marketers in 2020:

- 46% Adopting new marketing solutions
- 41% Getting existing solutions to integrate with new ones
- 41% Creating new content for customer engagement

Aquia 2020 Industry Survey

The need for a 360-view and real-time customer insight has never been greater or more challenging.

40% Increase of customers purchased goods online.

84% Have used digital channels more than in 2019.
Customer 360 Real-time Analytics

A true 360-degree view of a customer can’t be sourced exclusively from internal data let alone from a single system or department. Traditional CRM and data warehouse systems can’t handle all the data sources needed. Actian simplifies customer analytics with a modern hybrid-cloud data analytics platform with built-in data integration and preparation, accelerating the mining of available data sources and delivering 360-degrees of actionable customer insight.

With Actian’s analytics portfolio, organizations can rapidly personalize the customer experience through micro-segmentation, next best action, and market basket analysis while improving customer acquisition and retention through campaign optimization, and churn analysis to increase customer loyalty.

Customer Profile
Granular, multi-channel, real-time customer profile analytics can tell you about your customers, the best means to connect, the targeted offers that will resonate, their predilection to churn, and the best ways to personalize the entire customer experience to win more business and drive-up loyalty levels.

Micro-Segmentation
Create superior customer experiences with targeted offers and responses resulting in a higher return on investment. Uncover relationships between customers and key purchase drivers deriving the value of each customer while identifying new segments that provide a competitive advantage.

Next Best Action
Maximize long-term customer value by not only predicting what a customer will do next but by influencing their next action as well.

Campaign Optimization
Stand out in a crowded market and capture more wallet share using Actian to deploy effective, innovative, highly personalized campaigns through deep analysis.

Market Basket Analysis
Increase revenue by uncovering your most profitable product groupings, learn which products benefit most from associations with other products, understand optimal shelf arrangements, and better target marketing and promotions.

Customer Churn Analysis
Discover customer classifications and assign customer lifetime value and churn scores to understand and monitor which customers you can’t afford to lose. Generate raw churn predictions informed by individual customer profitability.

“Our business users can now analyze all our markdowns, and with a much finer granularity. They can drill down and gain insights into sales and marketing performance that weren’t available before.”

– Jean-Francois Rompais, Head of IT Architecture, Kiabi
Customer 360 Real-time Analytics, Data Integration and Management in One

Actian Avalanche™ Hybrid Cloud Data Warehouse

Actian Avalanche™ hybrid-cloud data warehouse, integration and management platform combines one of the industry’s fastest hybrid-cloud data warehouses with self-service data integration in the cloud, to create better customer insight easier and faster.
Build a Consolidated Customer Profile

DATA
- CRM Account Info and Demographics
- EDW Transaction History
- Purchased Lifestyle Trends
- Purchased Demographics
- Purchased Household Information
- Social Media Keywords

ACCESS & ENRICH
- API Level Connection to CRM
- Database Connection to EDW
- Connect to Flat Files
- Connect to Flat Files
- Connect to Flat Files
- Connect to Web Services Feed

ANALYZE
- Load Into Actian Avalanche
- Join Data Across Customer ID
- Combine Data Load Into Actian Avalanche

ACT
- Deduplicate Customers
- Identify Common Keywords

OUTCOMES
- Create Customer Profile
- Segment of 1
Analyze Customer Churn

**DATA**
- Account Info Demographics
- Transaction History
- Web Scrapes
- Call Center Notes
- Social & Digital Media Feeds

**ACCESS & ENRICH**
- Build Customer Profile
- Join Derive Aggregate Prepare
- Discover Product History and Current Status
- Monitor Competitive Offerings/Trends
- Prepare for Text Analytics

**ANALYZE**
- Micro-segmentation Model
- Customer Lifetime Value Score
- Personalized Next Best Action Recommendation
- Identity High Value Customers

**ACT**
- Optimize Outbound Marketing
- Forecast Demand
- Customer Retention Response

**OUTCOMES**
- Increase Customer Loyalty
- Improve Supply Chain Management
- Plan/Optimize Product Pricing
- Retain High Value Customers

**OUTCOMES**
Uncover Cross-Sell and Upsell with Market Basket Analysis

**DATA**
- ePOS Receipt Line Items
- ePOS Receipt Headers
- ERP System Holding Region, Store, Department, and SKU Key Values

**ACCESS & ENRICH**
- Connect to Raw Binary Files
- Define Schema and Load POS Data
- Capture Headers Via Schema and Load Into Avalanche
- API Level Connection to ERP
- Organize Corporate Data Tags

**ANALYZE**
- Create Basket Summaries
- Define Metrics To Analyze
- Create Shopper Profile
- Derive New Shopper Attributes
- Market Basket Analysis
- Shopper Segmentation

**ACT**
- Proactive Promotions
- Shelf Optimization

**OUTCOMES**
- Increase Retail Revenue
Customer 360 Real-time Analytics

1. Customer Profile Aggregation
   Real-time analytics for Customer 360 requires data aggregation across enterprise apps, data lakes, and external data sources.

2. Real-time Customer Analysis
   Actian Avalanche Cloud Data Warehouse delivers superior price-performance delivering analytics for actionable insights in real-time.

3. Built-in Data Integration
   Actian AvalancheConnect includes drag-and-drop support for thousands of different applications and data sources.

4. Popular BI, Data Science Tools
   Avalanche has built-in support for popular BI and Analytics libraries, visualization, and data science tools and platforms.

5. Patented Approach
   Actian Avalanche’s patented trickle-update capability supports near-real-time replication from operational systems.
Actian, the hybrid data management, analytics and integration company delivers data as a competitive advantage to thousands of organizations worldwide. Through the deployment of innovative hybrid data products, fully managed cloud services, mobile and edge data management solutions, Actian ensures that business-critical systems can analyze, transact and connect at their very best – both on premise and in the cloud. Thousands of forward-thinking organizations around the globe trust Actian to help them solve their toughest data challenges to transform how they power their businesses with data.

For more information, visit www.actian.com.