



# Better Together: Actian Avalanche on Google Cloud Platform

Lift data-driven decision-making to new heights

Actian Avalanche on Google Cloud Platform (GCP) creates a solution that helps everyone in your business drastically improve their real-time decision-making capabilities with better insights from real-world, operational BI, and analytics workloads.

## Satisfying the Needs of Diverse Teams with Disparate Needs

In most organizations, the teams that analyze and build upon data are both multi-disciplinary and diverse. They look to many of the same data sources—your ERP and CRM systems, your eCommerce infrastructure—but they have disparate needs and strive to answer different questions. The business analysts on one team may be partial to a particular business intelligence (BI) tool while those on another team may prefer a different BI tool. Your data scientists may (or may not) use that same BI tool for visualization—but other tools entirely for Machine Learning (ML). And your business executives and non-IT power users? They may still be using Excel or some other office productivity tool because that is what's familiar.

But here's the rub: Few of these users can, on their own, easily access the data they need. The persistent, structured data from ERP and other production systems may reside in a traditional enterprise data warehouse (EDW), the keys to whose doors are closely held by IT. And that growing body of semi-structured data—including clickstream data, mobile and IoT data, and still more? That resides in application-specific data silos or in data lakes that are equally as impenetrable to those uninitiated into the mysteries of IT.

Teams that can't easily access the data they need—whether because it's in the wrong place or the wrong format or they lack the expertise to interact with it without the intermediation of IT—cannot operate as effectively as they should. They cannot drive the business outcomes—better demand forecasting, improved predictive maintenance, proactive fraud prevention, personalized next-best offers for wavering customers, and more—that the organization depends upon them to drive.

Action Avalanche on Google Cloud Platform changes that.

### Action Avalanche

#### Best Price Performance

- Pay only for what you use
- Scale compute and storage resources independently—up and down

#### Built-in Data Integration for Non-IT Users

- Zero-code, drag-and-drop, and menu-driven ingestion of JSON, .CSV, and other data sources
- Pre-configured connectors to SAP, Salesforce, Marketo, NetSuite, ServiceNOW, and more

### Google Cloud

#### Design Optimized for Google Cloud

- Directly leverage critical features of Google Kubernetes Engine (GKE) and the Google ecosystem

#### Powerful Integration with Looker

- Pre-integrated; runs in Avalanche management console
- Avalanche and Looker support full ACID and ANSI SQL compliance

## Unfettered Access to Unified Data for Unparalleled Insights

Historically, an organization's back-office systems of record (SoRs) and its customer-facing systems of engagement (SoEs) were proprietary, on-premises solutions that interacted with their own specialized databases. An EDW would consolidate data from those different databases, normalize it, and make it available to BI, visualization, and reporting tools so that others in the organization could gain insights from real data to facilitate planning and operational optimization. True, anyone outside of IT had to rely on IT to prepare the proper datasets in the EDW and to configure the BI, analytics, and reporting tools to facilitate interaction with those datasets, but an EDW provided a way for individuals to run queries on billions of rows of data gathered from multiple systems with sub-second response times.

But things have changed. Modern SaaS-based applications such as Marketo, Salesforce, ServiceNow, and NetSuite are blurring the distinction between SoRs and SoEs; they also are providing subscribers with access to built-in analytics, visualization, and reporting tools. Not only can these tools provide human decision-makers with powerful insights, but they also provide mechanisms that enable sophisticated users to automate certain kinds of actions—about an appropriate upsell or cross-sell opportunity, for example—without operator intervention.

While these powerful, rapidly evolving SaaS-based applications offer many benefits, unfettered high-performance access to unified data is not one of them—and that kind of access is what users need to gain unparalleled insights. An analyst or data scientist may use the tools in a SaaS-based application to gain insights they would not have been able to gain from their IT-supported and controlled EDW—but *not* necessarily using the BI or ML tools they would have preferred to use, not without setup assistance from IT, and not necessarily with the responsiveness they expect. These SaaS applications are optimized for high-performance read/write transactions in a production environment, not for sub-second response times to complex queries involving billions of rows of data. What's more, the insights users are able to gain from built-in SaaS tools may not be informed by data residing in *other* SaaS and non-SaaS applications. If users want access to a *unified* dataset—from *all* the organization's on-prem and siloed SaaS applications, streaming applications, IoT networks, and more—they're back to conversing with IT about how to consolidate, normalize, access, and interact with these datasets quickly and effectively.

This is where Actian Avalanche on GCP makes a world of difference.

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"Actian packs a strong punch with Avalanche as a hybrid data warehouse offering capable of cloud, on-premises, and/or hybrid deployments that also includes built-in data ingestion functionality while striking a favorable price-to-performance ratio."

James Curtis, Senior Research Analyst, 451 Research

## Avalanche + GCP Empower Insight

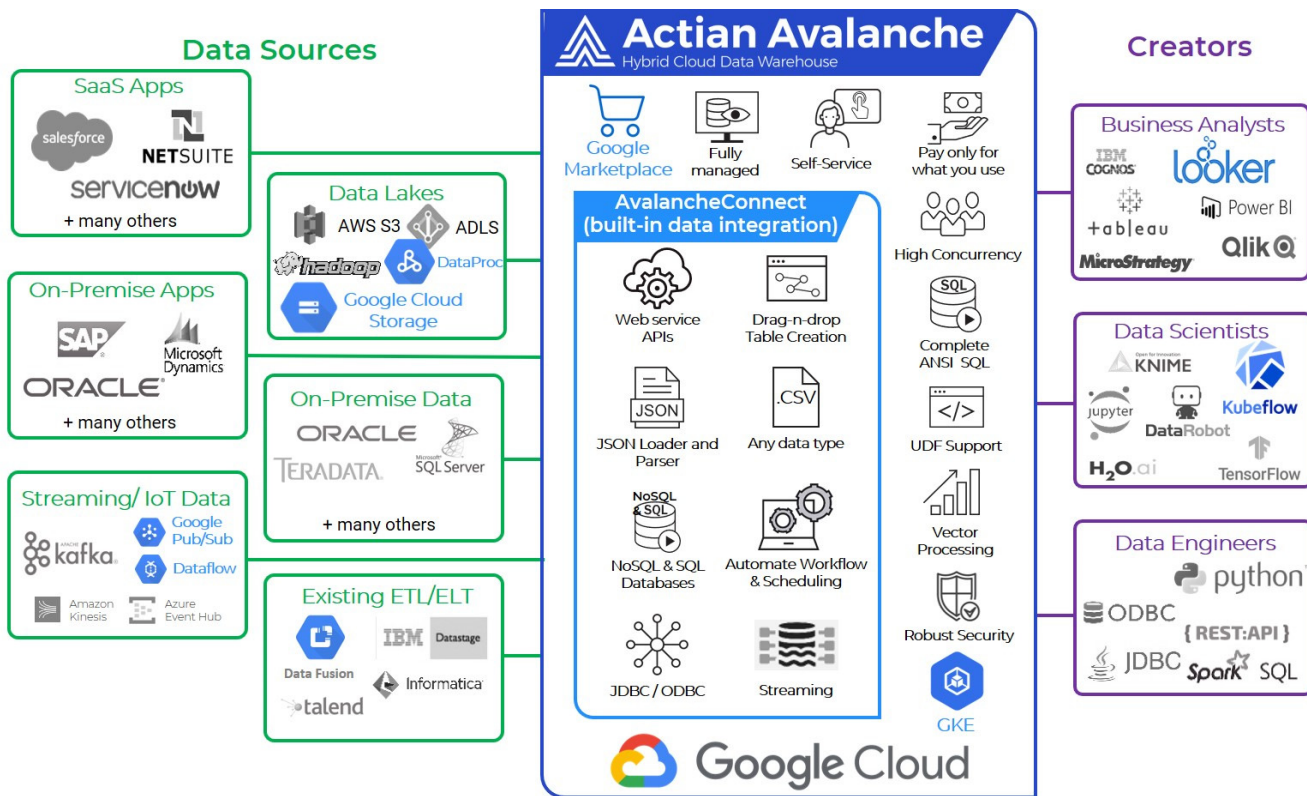
Action Avalanche is a modern Cloud Data Warehouse designed to deliver secure yet unfettered access to all the different types of data that all the different types of users in your organization need to do their jobs effectively. Your users can use the BI, visualization, reporting, and ML tools that are right for their needs, access the diverse data stores they need *without* IT intervention, and gain the insights they seek using one of the most powerful analytical engines available today.

Offered through the Google Marketplace as a fully-managed service and billed on the basis of resources used, Avalanche is powerful yet flexible enough to meet the needs of organizations of any size in any field of business.<sup>1</sup> Not only is the analytical engine in Avalanche built to deliver sub-second responses to user queries and associated analytics that span billions of rows, but the implementation of Avalanche on GCP enables it to take full advantage of the platform's built-in elasticity. Avalanche can automatically increase or decrease the number of processing cores and the amount of RAM required to meet each user's performance requirements. It can also automatically increase or decrease the amount of storage allocated to your datasets and applications. And, unlike a solution like Hadoop, Avalanche can dynamically expand allocated storage without increasing the number of servers required to manage storage (part of Avalanche's design for operation with GKE).

Avalanche is far more than a traditional EDW. It combines key features and functions of a data lake and a data hub yet provides a user experience optimized for non-IT users. Avalanche enables your users to easily interact with all your corporate data sets—from on-prem as well as cloud-based solutions, structured, unstructured, and semi-structured, persistent as well as in motion—while using the tools they prefer to use rather than those built into SaaS solutions that provide only blinkered insights. Additionally, Avalanche provides direct “in-system” support for Looker and Google Analytics ecosystem tools as well as their equivalent non-Google counterparts.

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<sup>1</sup> A minimum monthly charge is billed, but beyond that an organization pays only for the compute and storage resources it uses each month.



Avalanche on GCP delivers a unified view of disparate datasets and enables direct access by business and operations analysts, data engineers and scientists. In fact, almost any power user can extract actionable and accurate insights to drive a wide range of use cases—from risk assessment and analysis in financial services to network monitoring in telecommunications to market basket analysis for online shoppers. With Avalanche on GCP the possibilities are endless, affordable, and achievable.

## Democratized Access to Data Drives Improved Outcomes

Gaining the insights needed to drive better outcomes requires the ability to draw on data from every part of your organization and to make it available not to a limited few, but to everyone in the company that needs it—perhaps even to partners and customers outside the company, too. In a world driven by sound data insights, data moves upstream and downstream; it takes on new dimensions as it is enriched and processed and merged with other data along the way, opening new opportunities for products, services, and partnerships.

But none of this happens without the democratization of access. Platforms that require the routine intermediation of IT are not conduits of information; they are roadblocks constraining the optimal movement of data and insight. Business and operations analysts, data scientist and engineers, and line-of-business (LOB) power users need frictionless, menu-based, zero-code tools that have been designed with their needs—for data ingestion, preparation, analysis, and visualization—in mind.

Avalanche on GCP has been built to enable democratized access to data. Your users can easily extract data from applications and data repositories in different departments, from other EDWs, data lakes, and data hubs, even from external and third-party sources. The experts responsible for delivering insights and planning the direction of the business can work directly with those datasets—with little or no IT involvement—effectively accelerating analysis and driving down time-to-insight. Individuals and teams thus empowered can contribute more,

collaborate more effectively, and more quickly put into practice the insights that will drive improved outcomes for stakeholders, employees, and customers alike.

Want greater insight into how Actian Avalanche on GCP can improve outcomes for your organization? Learn more at <https://www.actian.com/partners/google-cloud/>.