

# Action Data Platform

Make Data Easy

The Actian Data Platform provides a trusted, flexible, and easy-to-use data platform that delivers industry-leading performance and solves data integration challenges, in a single unified data platform. Deployable on any cloud, on-premises, hybrid, or multi-cloud environment, the Actian platform is highly scalable and fully managed

With built-in data integration, pre-built connectors, and no-code and pro-code transformation and orchestration design capabilities, the Actian Data Platform offers the flexibility to support any operational analytics use case.

## Real-World Use Cases

### Real-time Analytics and Business Intelligence Acceleration

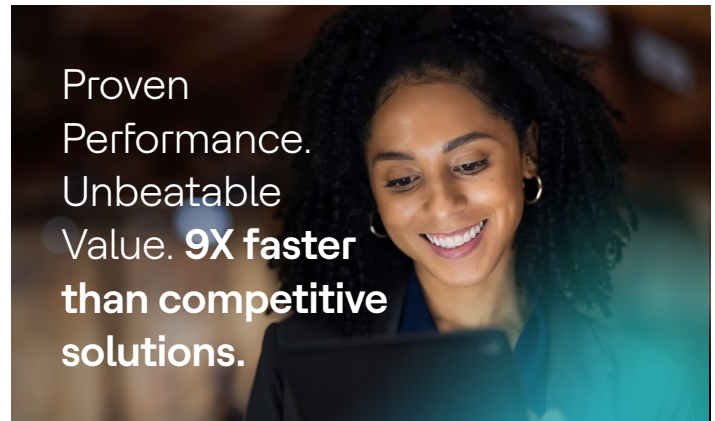
Conventional Business Intelligence (BI) solutions often exhibit inflexibility and sluggish performance when dealing with large volumes of data. Actian offers seamless integration with your current BI tools, delivering scalable analytics that can meet demands now and in the future. Analytics teams can leverage advanced design features to build and automate data pipelines, without waiting for IT or engineering resources.

### Customer Experience

Gain a 360° view of your customers by connecting data from all systems. SaaS, third-party, and zero-party data can be consolidated, cleansed, and harnessed to fuel recommendation engines, elevate marketing endeavors, and provide real-time insights into buying behaviors, so you can engage with customers at the right time.

### Risk Management

Detect and react to risks before they impact your business. Use anomaly and behavior analytics to detect potential fraud. Predictive analytics helps to uncover patterns that may indicate possible market shifts or other disruptions, allowing you to respond proactively in real-time.



#### Benefits and Value

- **Superior Price Performance:** Built to maximize resource utilization delivering unmatched performance and an unbeatable time-to-value and total cost of ownership (TCO).
- **Single Platform:** A unified solution for data integration, data management, and data analytics that lowers risk, cost, and complexity.
- **Flexibility, Deploy Anywhere:** Avoid vendor lock-in and ensure future-proof flexibility with a composable platform that can ingest data from any source, deliver to any target, and deploy in any cloud, on-premises, or hybrid environments.

### Supply Chain Analytics

Nearly every business feels the impact when there is a disruption to supply chains. The Actian platform provides scalability and speed so you can get real-time insights from your data, including inventory levels, transportation logistics, demand patterns, and supplier performance. Identify optimization opportunities, mitigate risks, and streamline operations so you can quickly react to changes.

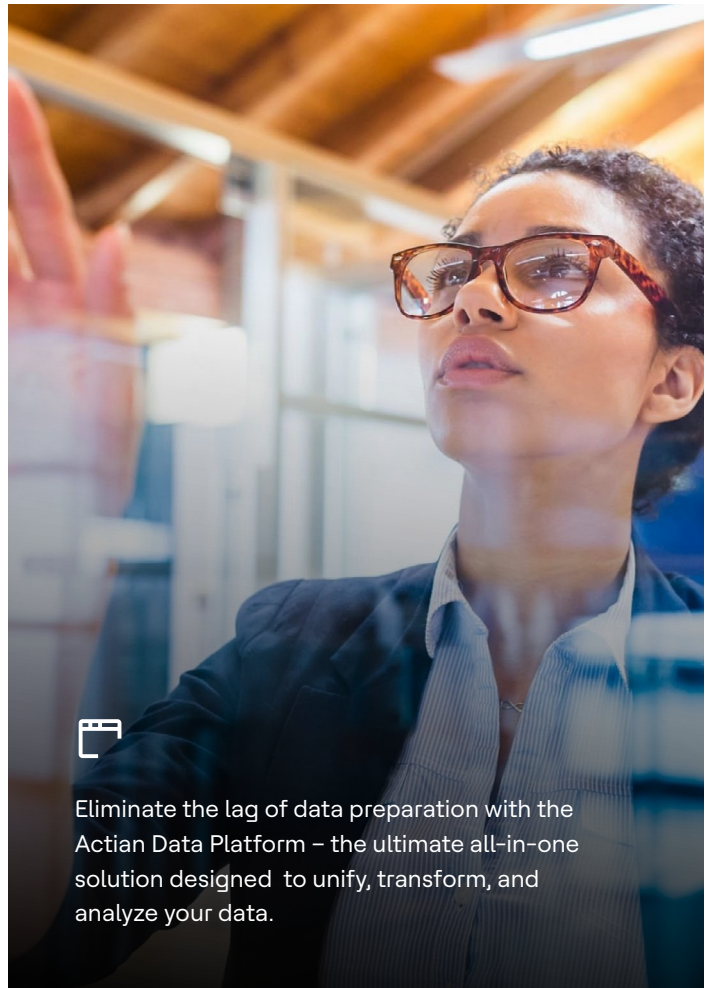
## Capabilities

- **High-performance:** Data insights up to nine times faster than alternative solutions.
- **Built for a high-volume of concurrent users:** Empower more people with the ability to make data-driven decisions on their timeframe, bypassing the bottlenecks of other teams.
- **Built-in data integration:** The Actian platform offers codeless transformation and automation through a no-code design workspace, or you can choose to leverage our pro-code studio to bring the same agility and performance to your engineers and developers.
- **Interoperability:** The Actian platform provides extensive interoperability with your existing environment and easily integrates data from legacy applications, cloud services, and third-party applications.

### **AA** Insurance

*"Actian and our BI tools integrate seamlessly and deliver real-time insights with great speed and performance. We're able to make informed, risk-balanced decisions very quickly. When you have a small team, that's crucial to success in a dynamic marketplace like insurance."*

August Ludwigs  
Analyst, The AA



Eliminate the lag of data preparation with the Actian Data Platform – the ultimate all-in-one solution designed to unify, transform, and analyze your data.

## About Actian

Actian makes data easy. We deliver cloud and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. To learn more about Actian, a division of HCLSoftware, visit [www.actian.com](http://www.actian.com).

