Improve Your Business with Faster Data-Driven Decisions

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As a business leader, your team looks to you for strategic guidance and tactical advice to grow the business. Success with both requires you to be hyper-focused on quickly turning the most accurate, comprehensive, and timely data into compelling insights and decision-making. But that's much easier said than done. Your goals are to increase and identify new revenue streams, reduce costs, and improve internal processes.

Successful businesses use a holistic, data-driven approach in strategic planning and decision-making. Having confidence in the integrity of your data and establishing ways for your team to use business intelligence is not a nice-to-have but a must-have.

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What are the Roadblocks to Making Faster Decisions?

Contemporary business leaders emphasize the need for making more data-driven decisions. But those decisions are only as good as the data's availability, quality, reliability, and usability.

Forrester Consulting says data-driven companies are 58% more likely to beat revenue goals than those who are not focused on data.

58% 💲
most likely to beat revenue goals

Bain & Company goes even further by saying that companies that use data analytics the best are:

2X more likely to have top quartile financial performance;

3X more likely to have decisions executed as intended; and

5X more likely to make decisions faster than their competition.

Many organizations struggle to get value from their data. Access to high-quality, actionable data can accelerate companies in making more meaningful and faster business decisions across the enterprise. So, what's standing in your way?

• IT resource constraints, both financial and human

• The costs and challenges of delivering consistent, high-quality data rapidly on demand

• Disparate, incompatible data sources scattered across the company, the cloud, and third-party applications

• The lack of tools and skills that make raw data meaningful and actionable

• Technology gaps that make consolidating and integrating data difficult and expensive

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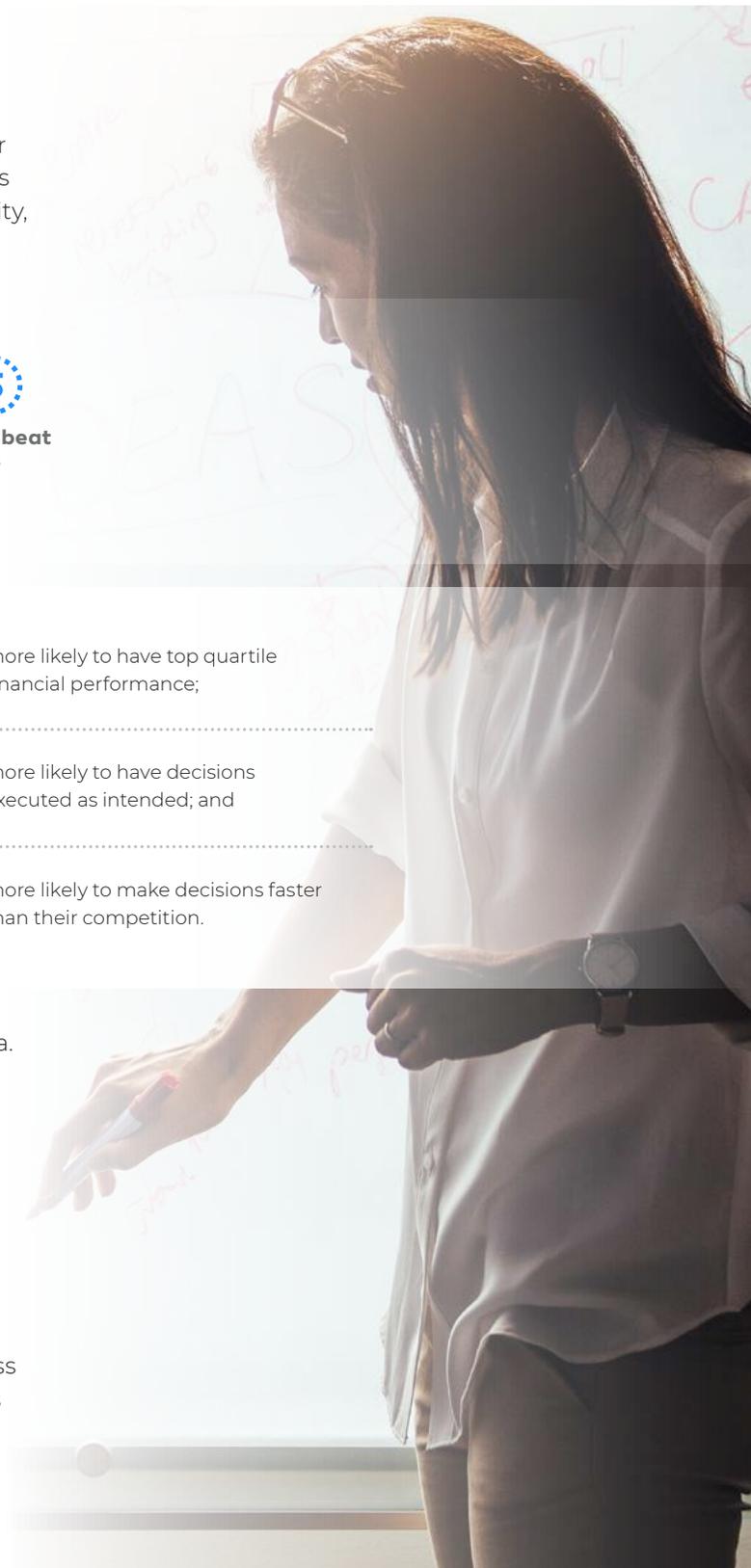
The Avalanche Cloud Data Platform

Your most effective data-driven decisions require timely, high-quality, accurate, and comprehensive data. Traditionally, doing all the work needed to transform data into fuel for your business decisions would require many IT technologies from multiple vendors and resources with skilled expertise.

Actian's Avalanche Cloud Data Platform makes high-quality data easy. It combines a modern hybrid-cloud data analytics with built-in integration and ETL capabilities to deliver 360 degrees of actionable insights from your own data.

The Avalanche Cloud Data Platform is a fully managed, affordable, and easy-to-use. It helps you eliminate data silos using a built-in self-service integration that brings together disparate and diverse data. It powers advanced analytics processing, reporting, and visualization to help you improve decision support, and deliver faster improvements to your operations while driving up revenue streams.

These benefits help you make the better, faster, data-driven decisions that generate improved business outcomes and growth. The Avalanche platform provides a high-performance, cloud-based data platform that is reliable, secure, and easy to use by you, your colleagues, and the applications that drive your business.

Here are some of the specific benefits of the Avalanche platform

Deliver real-time access to users of your data and provide self-service tools to curate and collate disparate and diverse data sources.

Centralize your data ingestion, transformation, and storage in a single, trusted platform to faster and easier analysis.

Out-of-the-box connectors and templates that easily integrate with your current data sources and services.

Powerful, flexible, easy-to-use dashboard creation and data visualization features, to enable faster and more efficient analysis, insights, and actions.

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With these advantages in place, you can make business decisions and execute them at scale faster, more reliably, and more securely across your entire enterprise. And your data becomes more accessible and actionable for every decision you make in the future.

Improve Your Data Reality

The Avalanche Cloud Data Platform can help you maximize the business value of all your enterprise's data.

- Increase the integration and availability of your data, to improve time to value for data and analytics.

- Overcome roadblocks such as IT resource constraints and expertise gaps, disparate data sources, and high CapEx costs.

- Reduce time, effort, and money spent manually collecting and consolidating data from multiple sources and in multiple forms.

- Free up time and resources to focus on analyzing data to discover opportunities to delight customers, improve business processes, and grow revenues.

- Make better, faster, data-driven decisions more easily with real-time access to high-quality data.

- Respond faster, become more proactive and increase business agility.

- Achieve all this with a solution that's intuitive and easy to use.

Real–Life Proof Point: Expandium

French telecommunications company Expandium has provided customers in the mobile telecommunications and transportation industries with next-generation network monitoring and analysis solutions. With Avalanche, Expandium provides mobile network operator customers with real-time insights into network outages with visibility as granular as individual dropped calls. This has enabled their users to respond to potential issues proactively, improving time to incident resolution and customer satisfaction.

To see the Avalanche Cloud Data Platform in action, click here and start your 30-day free trial. **https://www.actian. com/avalanche-try-now-start-free/**

"We've had customers tell us that analyses that used to take months in Excel now take only minutes with Actian Avalanche."

– Christophe Daguin, *Technical Director, Expandium*

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