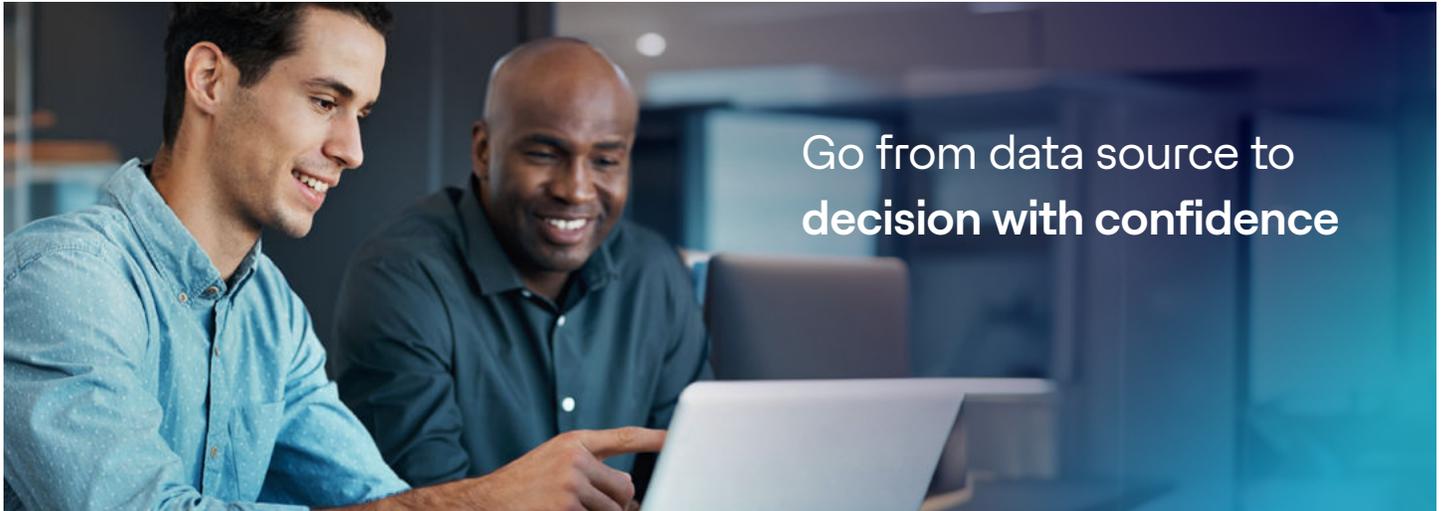


# Unlock Your Brand's Data Black Box





## Go from data source to decision with confidence

Ambitious businesses that are customer-centered embody the mindset of making the customer experience easier – starting with how they think about the customer experience, what strategies they create to enact that vision, and how they follow their roadmap to build out operations to have full views into their disparate data. There's no single formula for businesses to apply to make this magically appear overnight – and there shouldn't be.

Businesses must first answer several questions: What can they do to capture a complete view of their customers while achieving desired outcomes? How can they save time and costs without impacting the customer experience? What technology is needed to achieve their vision? A just-right customer experience is no longer enough. Customers are now more informed than ever, with access to more sources for research and communities they trust to help shape their decision-making. The customer experience is a holistic business strategy that isn't a nice-to-have – it's the foundation of modern business.

Organizations know that having an aerial view into their customers is vital. Knowing how to enact the measures to access business insights and make measured decisions is not easy. How do businesses manage disparate data and myriad applications so they connect with each other to provide a single view for decision making?

Today, there are contemporary cloud data platforms whose purpose is to connect several data management functions under a single umbrella for a unified view into customers, the business, and more.

### What is the Actian Data Platform?

The Actian Data Platform provides a trusted, flexible, and easy-to-use data platform. This highly scalable platform can be deployed in any cloud, on-premises, or hybrid and multi-cloud environments. With the platform's built-in data integration, businesses can quickly build pipelines to ingest and transform data from any source, providing accurate, complete, and timely data into the native data warehouse and/or other targets. Businesses can grow revenue and improve customer experiences by bringing together data from enterprise systems, third-party data sources, and SaaS applications.

The Actian Data Platform gives businesses the solutions they need to strengthen and complement their existing strategies and customer experience framework. Because the platform is easy-to-use, businesses can deliver the best experiences for their customers during every single interaction.

## Why Choose Actian as Your Data Management Platform?

Contemporary business leaders are faced with mounting pressure: translate data and apply modern business practices based on the data's findings. Many companies are jumping aboard the new wave of data management technologies as they begin to understand the benefits of data-oriented decision making.

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

Respected management consultancy Bain & Company says companies that use data analytics are:

**2X** more likely to use data very frequently when making decisions

**2X** more likely to have top quartile financial performance

**3X** more likely to have decisions executed as intended

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

The Actian Data Platform provides actionable analytic insights so businesses can make better decisions more effectively, including across these three areas:

### Personalization

The Actian Data Platform helps marketing and sales professionals tune campaigns by capturing market dynamics, demographics, and past prospect behaviors to drive activity down the funnel to conversion. Even after conversion, customers must be kept engaged with personalized offers and communications.

### Engagement Optimization

Accurate profile data is essential for continuously optimizing the conversation with each prospect and customer. Profiles can change with every visit to the website or click on an email. Every message that triggers a digital engagement, such as an asset downloaded from a webpage visit, expresses a preference that can be used to inform the next action in the nurture.

## Strengthening and Increasing Loyalty

From beginning to end, customer loyalty is a nurtured relationship. Thoughtful sales and marketing professionals strive to refine their customer experience strategy by placing customers at the center of their strategy and actions. For example, churn prevention, ways of capturing customer sentiment, and customer loyalty programs can all be effectively captured with a combination of being customer-centered while building the mechanisms to create a 360-degree view of customers. Unless this mindset happens, no amount of incredibly collected data will help businesses be successful across any metric.

## The Actian Data Platform's Unique Value Proposition

Data needs to be trusted, and it must also be easy-to-use so businesses can connect, manage, and analyze their data to make the most meaningful decisions. The Actian Data Platform serves hybrid and multi-cloud options so businesses can quickly deploy and manage data across multiple clouds. This includes AWS, Azure, and Google Cloud as well as on-premises. Having unified data management is also vital for the business. This capability enables them to integrate, transform, orchestrate, and store data in a single, easy-to-use platform.

Businesses rely on the Actian Data Platform to:

- Accelerate data modernization by quickly ingesting data into the platform.
- Achieve superior price performance: Built to maximize resource utilization, delivering unmatched performance and an unbeatable TCO.
- Optimize a single platform: A single vendor solution for data integration, data management, and data analytics lowers risk, cost, and complexity.
- Have flexibility to deploy anywhere – any cloud, hybrid, or on-premises environment.

Actian drives speed to action. With simple integration, businesses can bring their ecosystems together and access business insights to make more informed business decisions.

# The Actian Data Platform allows companies to implement data management best practices and better empower, inform, and engage customers.

## Innovative Customer-Facing Features and Benefits



**Real-time Analytics and BI.** See what's happening with the business in REAL real-time without impacting performance.



**Customer Experience.** Gain a 360-degree view of customers and create a recommendation engine to personalize offers, ads, and marketing engagement.



**Risk Mitigation.** When it comes to anomaly and fraud detection, real-time data is critical to reduce risk for the organization. Compliance, insurance underwriting, and trade analysis are just a small sample of areas that require the ability to respond immediately and mitigate potential risks.



**Business Agility.** Act in the business moment: No performance penalty during data updates; built to provide operational insights to large numbers of data consumers.



**Impact for Sales.** Source data that's trusted, flexible, and easy to use. Access comprehensive analytics that are strengthened by integrations and help paint a broad picture view into open opportunities, relevant products, forecasts, and sales history. Use these analytics to complement a business's existing data stack to inform lead intelligence and help with data interpretation and decision-making. For each customer outreach, follow-up, or interaction, the shared views help teams internally communicate and plan more effectively.

As businesses look into the future, they'll be imagining the possibilities of using intelligent insights with CRM as one of the central tools in conjunction with marketing automation.

## Make a Significant Impact Across Marketing

Organizations need to aggregate and unify customer interaction touch points. They must also grow revenue and improve customer experiences by bringing together data from new and existing sources. This allows them to better understand customer journeys and customize engagements to maximize lifetime customer value.

Have a central 360-degree view of the customer:

- Assess insights to drive strategies, ad spend, segmentation, and demographic awareness for customer engagement. Data aggregation and unification – when used with existing CRM and automation platforms – help businesses form interpretations that can help build more thoughtful experiences for each customer interaction.
- Surface insights into customer behavior that can be a feedback loop for business teams to collaborate on solving customer problems – and refine existing practices such as email campaigns and predictive customer support.

## Drive the Customer Experience with Customer-Focused Insights

- Customers interact with brands and products across multiple channels, so bringing data together from siloed first and third-party sources can provide valuable insights into customer experiences. In addition, data hygiene and quality are must-haves. With trusted data views, businesses know they're accessing complete and consistent data in any moment in time.
- Actian makes it easy to aggregate and use data from sales, marketing, support, and website interaction logs to provide a comprehensive, business line focused view of a customer.
- Using a deep understanding of customer behavior, experience, and sentiment, along with usage of digital channels, a business can better tailor experiences to match the likes of their customers.

## Enhance Customer Services by Monitoring Customer Satisfaction

- From a centralized location, businesses can access insights from aggregated data that has value for making customer decisions.
- Customer health: view customer sentiment insights such as Customer Satisfaction (CSAT) and Net Promoter Score (NPS) data.

With Actian, businesses can build reports and strategically guide projects based on data views of the customer journey, customer behavior, and their profiles.

## Optimize Easy-to-Use Data to Empower, Inform, and Engage

- Accurate, reliable data is often the fabric that supports overall decision making at every level of an organization. The Actian Data Platform bridges the gap between these companies and the data management best practices to empower, inform, and engage. Actian helps businesses leverage their data to break down long-running silos and blatant bottlenecks so they can keep things moving in the right direction, faster and more efficiently.

## About Actian

Actian makes data easy. We deliver cloud, hybrid 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. Learn more about Actian, a division of HCLSoftware: [www.actian.com](http://www.actian.com).

Learn more about the Actian Data  
Platform and explore how to get started

