Actian Data Integration and Data Quality

Improve Business Outcomes with the Actian Data Platform

Businesses today strive to be data-driven. Considering most are dealing with siloed data in dozens or even hundreds of data sources, it's no wonder that most executives do not trust their data. The diversity and distribution of data sources, ranging from department-specific databases to external platforms, can lead to discrepancies and inconsistencies, which result in a lack of confidence in using data for operational decisions.

Empowering the Organization with Trustworthy and Accessible Data

To fully harness the value of data, it is crucial to ensure that the data is reliable. This involves validating the quality of attributes like completeness, accuracy, and timeliness. Organizations must gain an in-depth understanding of the data locations and data types across various systems to achieve this. Once this is achieved, the focus should shift towards integrating data from diverse systems and ensuring its accessibility for business intelligence, analytics, and application purposes.

To begin integrating data, it is essential to engage in strategic planning and identify necessary resources and technologies for data quality. Data should be continuously monitored as it moves between departments and applications. Providing users with high-quality data improves business outcomes and promotes a data-driven culture within the organization.

Connect, Cleanse, Integrate, and Share

Data must be cleansed and validated before moving to a data warehouse or application. Data profiling plays a pivotal role in this process, as it provides an understanding of each data set. This includes analyzing individual attributes, understanding relationships among data, and determining patterns and anomalies.

The Actian Data Platform automates verifying data, helping organizations establish data quality standards.

Data quality, which encompasses profiling and transformation, ensures that the data is in the required format and meets predetermined quality standards. By conducting data profiling, businesses can mitigate risks associated with inaccurate or inconsistent data. Successful implementation of data quality can greatly enhance the efficiency of pipeline creation and overall integration processes. It allows companies to identify and address any issues with the data, ensuring its reliability and usefulness for decision-making purposes. With proper data profiling, businesses can have confidence in the integrity of their data, leading to more accurate analysis and improved business outcomes.

Monitoring data integration and quality is essential to ensure accurate and reliable insights. Fluctuations in data can lead to a decrease in the overall quality of the information being gathered and integrated. Organizations can identify quality issues or data inconsistencies by maintaining ongoing oversight and taking corrective actions promptly. This proactive approach helps to prevent any negative impacts on decision-making processes that rely heavily on data analysis. Ultimately, prioritizing data quality ensures businesses have reliable data to make well-informed decisions and accelerate business growth.

The Actian Data Platform automates verifying data, helping organizations establish data quality standards. Data that doesn't adhere to quality rules can be separated from other data, avoiding data bottlenecks. This data can then be cleansed manually or through automated workflows, before it is integrated into the data warehouse or utilized by other applications. By implementing these measures, the Actian Data Platform ensures that data integrity is maintained, and any potential issues are addressed, before they impact your business.

Powering Data's Potential with Actian Data Platform Integration Services

The Actian Data Platform delivers flexibility that empowers reliable transactions and trusted, real-time, analytics, making it easier to get from data source to decision with confidence. Our platform is designed to make data easy by offering services that address the challenges of data integration and data quality.

Integration-as-a-service offered on the Actian Data platform, goes beyond traditional integration tools with capabilities including:

- **Access and ingest** data from any system, supplication, or source, both on-premises and in the cloud.
- **Reuse integrations**, allowing users to develop integrations once and deploy anywhere.
- **Integrate without IT** resources by using codeless, low code, and pro code integration options.
- **Profile data**, improve data quality, and use automation to ensure data is always clean and fit for use.

The Actian Data Platform's robust data integration and data quality capabilities, delivered as a service, offer a direct path to enhanced value and a significantly improved return on investment (ROI). By streamlining data integration processes and automating data quality checks, organizations can save time, reduce operational costs, and minimize the risk of making critical decisions based on flawed data. Actian brings over 50 years of experience helping businesses use data to optimize their operations, improve their product and service offerings, and respond to market changes more effectively.

Connect your data, your way: End data silos and chaos. Easily connect to any data source and ensure accurate, timely, high-quality data. Unify, transform, and orchestrate your data pipelines by offering flexible and reliable data integration solutions.

Flexible data management: Make data easy with a unified platform that drives and monitors the entire data journey, from transactions to integrations to warehousing and analytics. Actian delivers performance that will scale with the business.

Built for scale: Save time and effort, enforce consistency, and ensure data reliability by reusing integration logic and data quality rules across multiple projects. Reusable workflows allow users to easily modify and extend data integration processes, without disrupting existing pipelines.

With Actian, companies can realize immediate benefits and lay a scalable foundation for sustainable growth. Organizations can achieve better analytics, reporting, and business outcomes using high-quality, clean data. Data is easily integrated or embedded into applications, powering innovation for companies of any size. Customers can make data-driven decisions, proactively identify and act on emerging opportunities, and stay ahead of the competition. The Actian Data Platform is not just an investment in technology; it's an investment in the future success of any organization, ensuring maximum value from data assets to maintain competitive advantage.

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**.

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