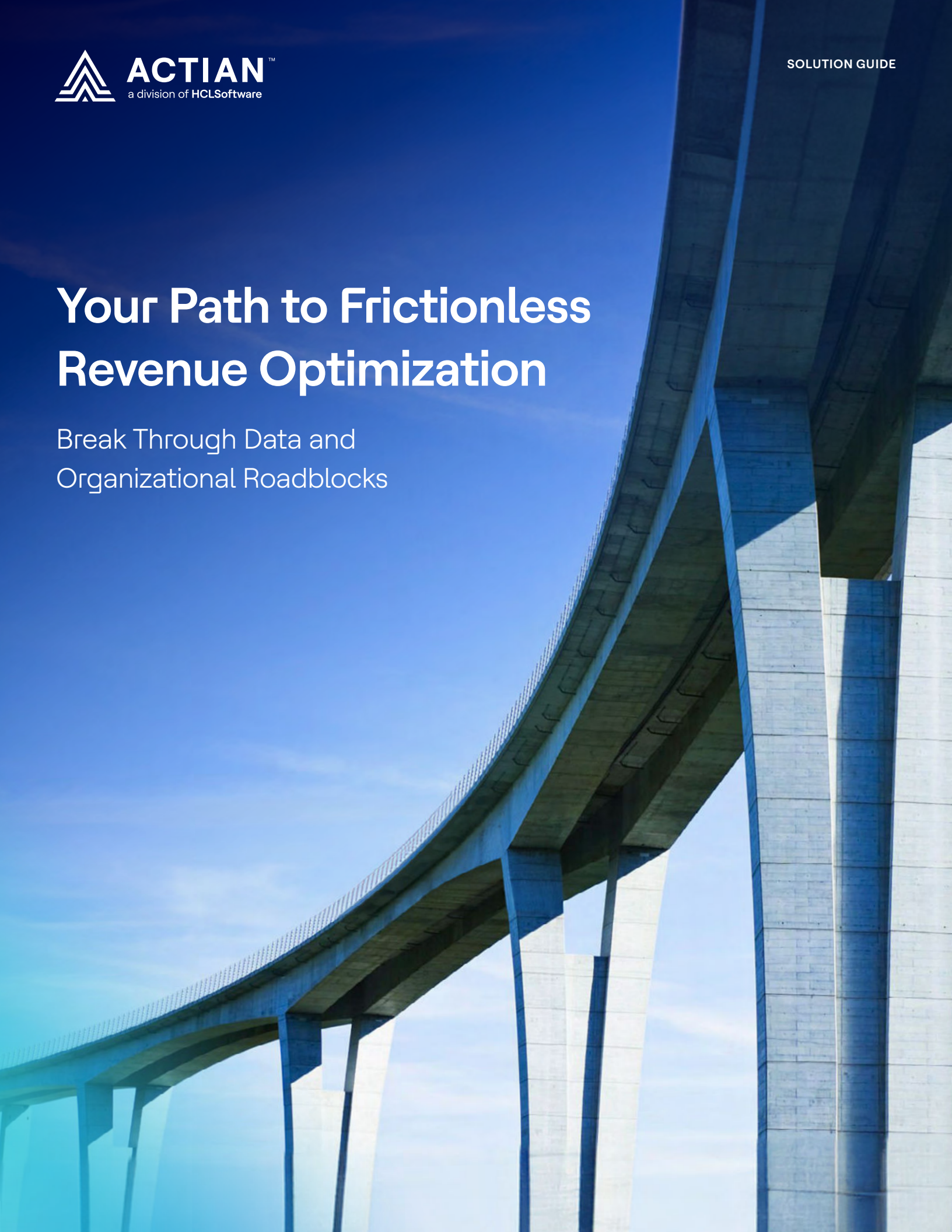
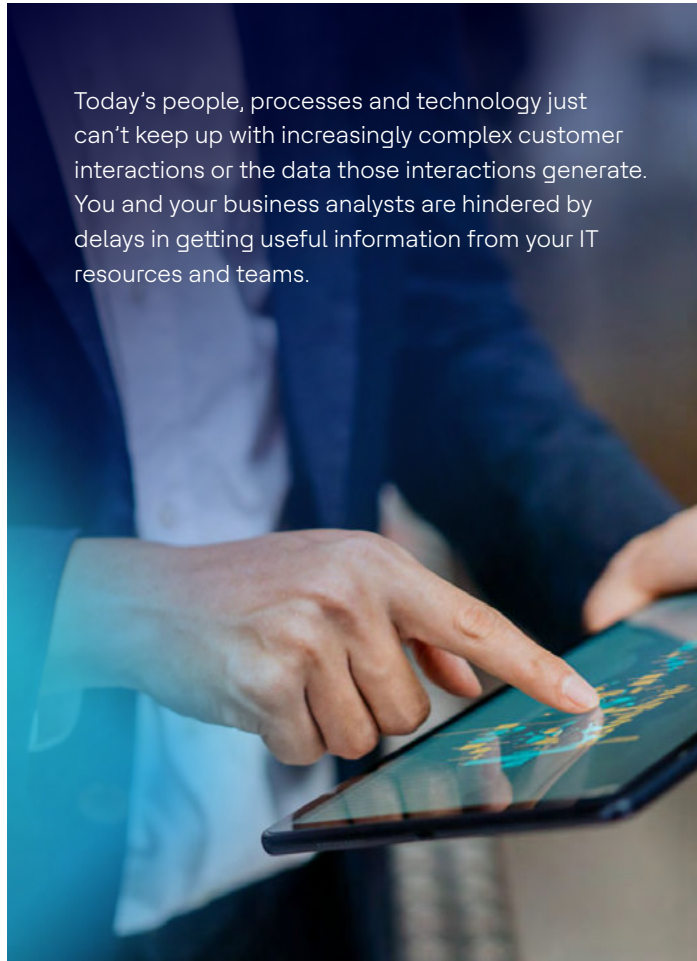


Your Path to Frictionless Revenue Optimization

Break Through Data and
Organizational Roadblocks



Today's people, processes and technology just can't keep up with increasingly complex customer interactions or the data those interactions generate. You and your business analysts are hindered by delays in getting useful information from your IT resources and teams.



Minimize Risk and Maximize Customer Loyalty and Revenue

The process of gaining and retaining customers, creating loyalty, and nurturing customers for life has never been more important for businesses—or faced more risk from unanticipated churn and other challenges. The right information in the right forms at the right times can minimize those risks and maximize both customer loyalty and revenues.

However, your efforts to achieve these goals are likely hampered by an over-reliance on spreadsheets and unwieldy application systems that can't transform data into the information you need to know and help your customers. Business users often create their own processes to work around these limitations, leaving the company with data gaps, disconnected silos, and increased compliance risk.

You need accurate, actionable, comprehensive, timely information delivered on-demand. The Actian Data Platform delivers that information, enabling any business to access the data they need. As a result, they'll develop more meaningful customer experiences while contributing to business growth

Revenue Optimization: Why You Don't Have It

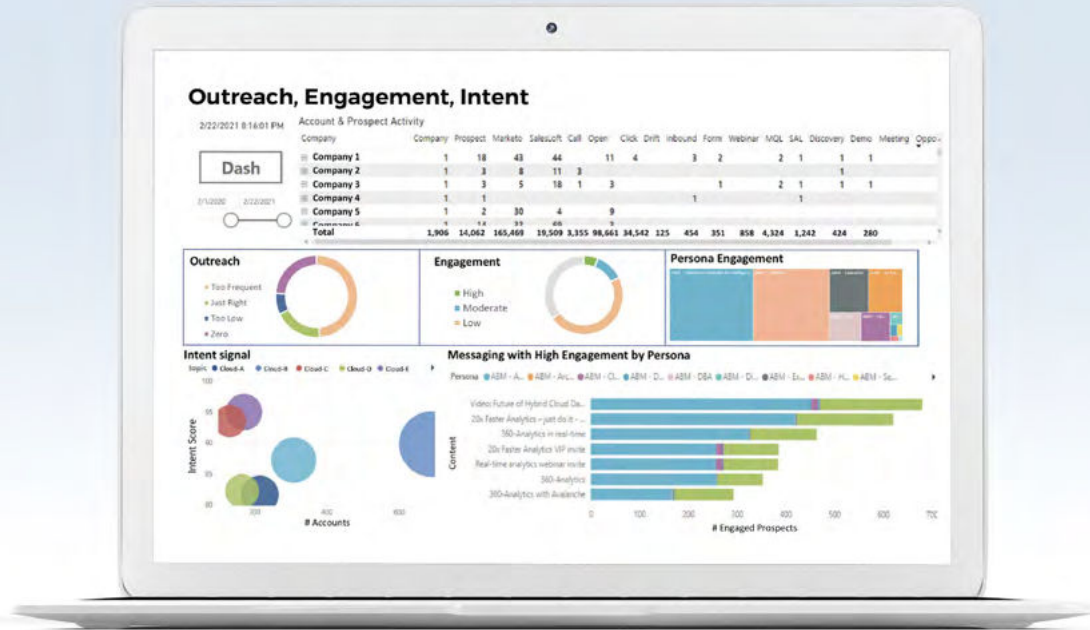
A 360-degree view and the path to frictionless revenue optimization are dependent upon too many disparate, poorly connected applications and data sources. Gaining this 360-degree view is at the mercy of IT tools, processes, and people and is almost guaranteed to be incomplete, out of date, or both.

Too often, those applications, data sources, tools, processes, and people exist in separate silos, with little or no effective cross-communication, collaboration, or integration. These challenges are far-too-often exacerbated by a corporate culture that doesn't understand or support the goals of making more data-driven business decisions.

The net impact of this misalignment of people, processes, technologies, and strategy is that your business moves too slowly, misses big shifts and opportunities, and ultimately loses customers and revenue to your competitors.

Today's people, processes, and technology just can't keep up with increasingly complex customer interactions or the data those interactions generate. You and your business analysts are hindered by delays in getting useful information from your IT resources and teams. Over-reliance on customer relationship management (CRM) platforms limits your ability to connect digital and brick-and-mortar elements of your customers' journeys. The data about those journeys, as rich and detailed as it can be, is often disconnected from your return on investment (ROI) and business goals. Even worse, it's likely that your CRM doesn't give the same data access across your entire organization, even though it is generating ever-increasing costs for data storage, platform expansion, and add-on consulting services.

Acquire more customers with the Actian Data Platform



You are not alone

Your organization is not alone in facing these challenges and looking for data and analytics to provide solutions. The “2024 Data and AI Leadership Executive Survey” from Wavestone found that leading companies continue to invest in data and analytics with the expectation of gaining business value.

In fact, 88% of companies say investments in data and analytics are a top organizational priority. According to the survey, 87% of companies report successful delivery of measurable business value to the organization and 82% are increasing their data and analytics investments.

Yet, less than half of organizations—about 48%—believe they are an industry leader in data and analytics, while 63% continue to experience data quality challenges.

The Wavestone survey also found that organizations:

- Innovating with data increased from 59.5% to 77.6%
- Competing on data and analytics grew from 40.8% to 50%
- Managing data as a business asset rose from 39.5% to 49.1%
- Creating a data-driven organization more than doubled from 23.9% to 48.1%

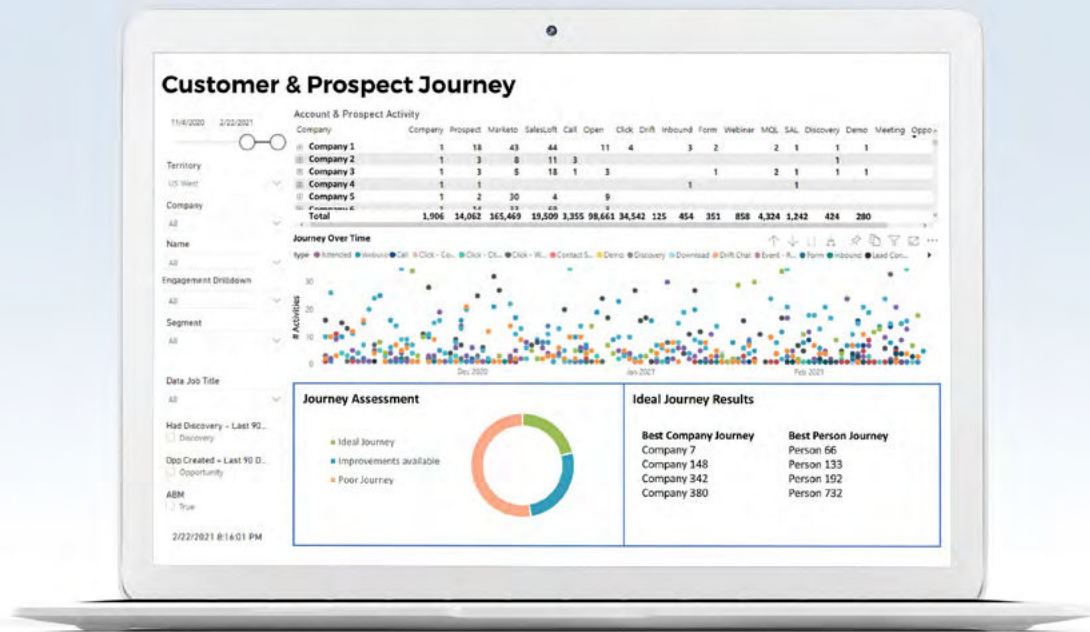
88%

of companies say data and analytics investments are a top priority

87%

of data and analytics investments deliver measurable business value

Retain more customers with the Actian Data Platform



What is the impact on your business by removing the roadblocks?

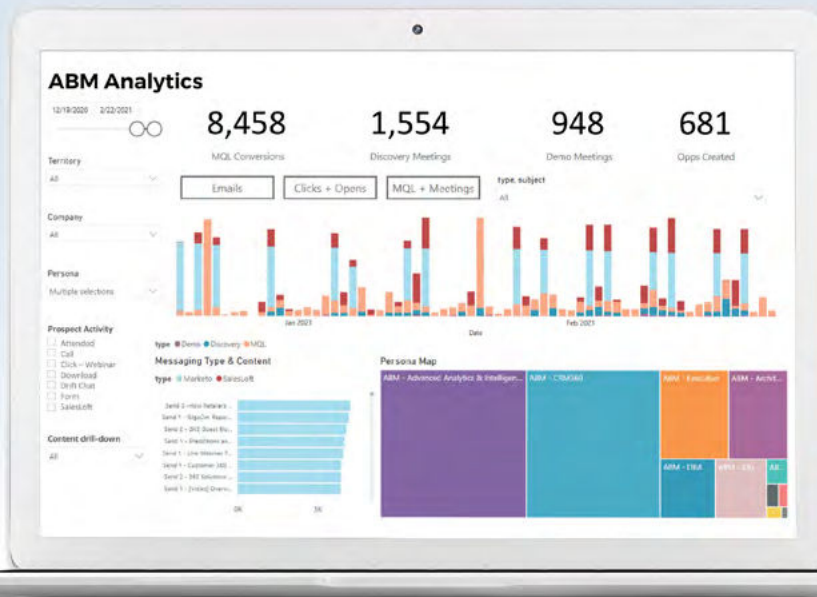
Increased revenue. Accelerate your team’s ability to acquire, retain, and expand revenues and deliver revenue optimization by leveraging existing data resources more effectively with fewer barriers from disconnected business units, data silos, and lack of skillsets.

Cost avoidance and spend recovery. Stop failing at your attempts at 360-degree analytics that result in high costs and risks to your business. Data consultants, CRM consultants, infrastructure requirements, and increasing data platform and storage fees are minimized or eliminated, allowing you to invest in areas that support growth and deliver a measurable ROI.

Faster, improved decision making. With virtually real-time, accurate data, your business is more agile with its ability to pivot or double down on investments where needed. Make decisions at the speed your business requires for a competitive advantage.

Consistent, automated processes. When you automate the ingestion, integration, and analysis of your customer data, analysts and operations teams can be re-allocated to higher value work. No more spreadsheets, reducing manual errors and inconsistencies across the business.

Expand more customers with the Actian Data Platform



ACQUIRE
NEW CUSTOMERS



RETAIN
EXISTING CUSTOMERS



EXPAND
REVENUE OPPORTUNITIES



Take the Next Step Toward Frictionless Revenue Optimization

With the Actian Data Platform, you'll improve the ability to learn more about your customers. The Actian platform helps you quickly and easily leverage and extract more business value from CRM tools and other applications and resources already in place. Transform your business teams into high performing data-driven teams with strategic value across the organization.

Lower costs and increased efficiencies break the barriers of the status-quo. The Actian Data Platform delivers the capabilities and expertise you need to acquire and retain customers, expand your customer relationships, and optimize your revenue streams. Our cloud-based solutions allow you to connect, manage, and analyze customer data to gain real-time insights about your customers changing needs.

The Actian platform removes the complexity of integrating data, reducing IT project workload and ensuring continuous data quality. Free up IT, business and data analysts, get rid of spreadsheets, reduce storage costs, and achieve the ability to optimize revenue from your customer data at a fraction of the cost.

Know your customers more meaningfully by quickly building a complete customer profile, optimizing campaign outreach and segmentation, and leveraging pre-built templates and dashboards to make it simple to get instant insight. Avoid broken business processes and wasted resources while increasing your data-driven results and capabilities.

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.

Contact Actian to see how the Actian Data Platform can help you and your team understand your your customers quickly and more completely – and accelerate your revenue optimization efforts.

Get frictionless now >

