Data & Organizational Roadblocks:

Your Path to Frictionless Revenue Optimization

ACTIAN™

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The global pandemic has significantly raised the business value of customer loyalty – and the risks associated with 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 being hampered by an over-reliance on spreadsheets and unwieldy application systems that just can't transform data into the information you need to know and help your customers. So your business users create their own processes to work around these limitations. Instead of an automated, consistent, data-driven organization, you're left with gaps, silos, and risks. And when your best people leave, they take some of your competitive advantage with them.

You need accurate, actionable, comprehensive, timely information delivered on-demand. Avalanche Revenue Optimization, as-a-service delivers that information, enabling any business user to contribute significantly to business growth and customer satisfaction.

ACTIAN™

Revenue Optimization: Why You Don't Have It

A 360-degree view and the path to frictionless revenue optimization is dependent upon too many disparate, poorly connected applications and data sources. It's also too at the mercy of IT tools, processes, and people and is almost guaranteed to be incomplete, out of date, or both.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 that limits your ability to connect the digital and brick-and-mortar elements of your customers' journeys. And 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, your CRM solution is likely limiting your access to the data it collects, even while generating ever-increasing costs for data storage, platform expansion, and add-on consulting services.

Acquire more customers with Revenue Optimization, as-a-service

Outreach, Engagement, Intent

2/22/2021 8:16:01 PM

Account & Prospect Activity

Company	Company	Prospect	Marketo	SalesLoft	Call	Open	Click	Drift	Inbound	Form	Webinar	MQL	SAL	Discovery	Demo	Meeting	Oppo
Company 1	1	18	43	44		11	4		3	2		2	1		1	1	
Company 2	1	3	8	11	3										1		
Company 3	1	3	5	18	1	3				1		2	1		1	1	
Company 4	1	1							1			1					
Company 5	1	2	30	4		9											
Company 6	1	14	33	60		2											
Total	**1,906**	**14,062**	**165,469**	**19,509**	**3,355**	**98,661**	**34,542**	**125**	**454**	**351**	**858**	**4,324**	**1,242**	**424**	**280**		

Dash

7/1/2020 — 2/22/2021

Outreach
- Too Frequent
- Just Right
- Too Low
- Zero

Engagement
- High
- Moderate
- Low

Persona Engagement

Intent signal

topic: Cloud-A, Cloud-B, Cloud-C, Cloud-D, Cloud-E

Intent Score (100–80)

Accounts (200, 400, 600)
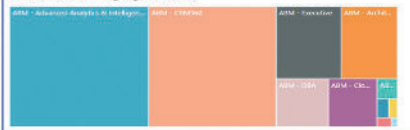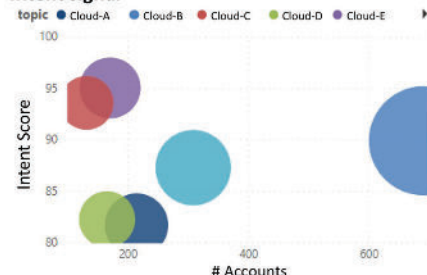
Messaging with High Engagement by Persona

Persona: ABM - A..., ABM - Arc..., ABM - Cl..., ABM - D..., ABM - DBA, ABM - Di..., ABM - Ex..., ABM - H..., ABM - Se...

Content:
- Video: Future of Hybrid Cloud Da...
- 20x Faster Analytics – just do it - ...
- 360-Analytics in real-time
- 20x Faster Analytics VIP invite
- Real-time analytics webinar invite
- 360-Analytics
- 360-Analytics with Avalanche

Engaged Prospects (0, 100, 200, 300, 400, 500, 600, 700)
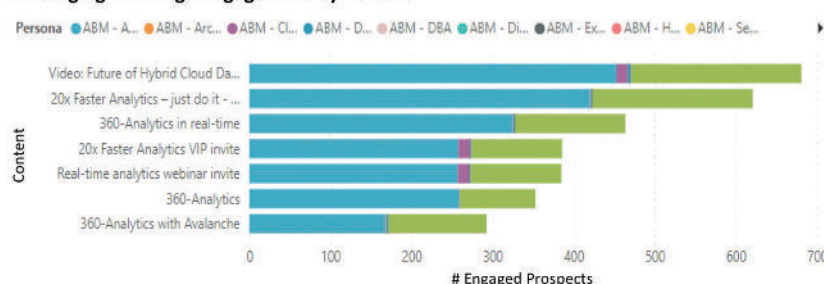
You are not alone

Your organization is not alone in facing these challenges. A February 2021 *Harvard Business Review* article highlights the results from a recent survey of 85 Fortune 1000 and industry-leading companies. The survey focused on those organizations' investments in and experiences with "big data" and artificial intelligence (AI).

The results are telling. Some 91.9% of respondents report accelerated investments in big data and AI projects, with 62.0% investing more than $50 million each. Despite these investments, only 30% of respondents said their companies have well-defined data strategies. Worse, only 24% of those surveyed said their organizations were truly data-driven during the preceding year – a steep decline from the nearly 38% of respondents who said so in last year's survey.

The primary obstacle to becoming a data-driven company? Corporate culture, cited as the top problem by more than 92% of respondents. Gartner and IDC's surveys found that as many as 60 percent of data analytics projects intended to support goals such as 360-degree customer views and revenue optimization fail to meet business objectives.

The shortcomings of your current technologies and skillsets force you to spend more money on data-related efforts while generating limited or no benefit to your bottom-line. And if those efforts don't succeed, your company may never become fully data-driven, technologically or culturally.

To optimize your revenues and maximize your business' agility, you need more and better information sooner. More timely, complete, and actionable information will enable you to make better decisions faster, align your actions and reactions to your customers more closely, and drive more revenues. And once you understand this, frictionless revenue optimization and the value it delivers can be realized.

ONLY
30%
OF EXECUTIVES REPORT HAVING WELL-DEFINED DATA STRATEGIES

60%
OF DATA ANALYTICS PROJECTS FAIL TO MEET BUSINESS OBJECTIVES

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

Increased business value - 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.

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.

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.

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.

Retain more customers with Revenue Optimization, as-a-service
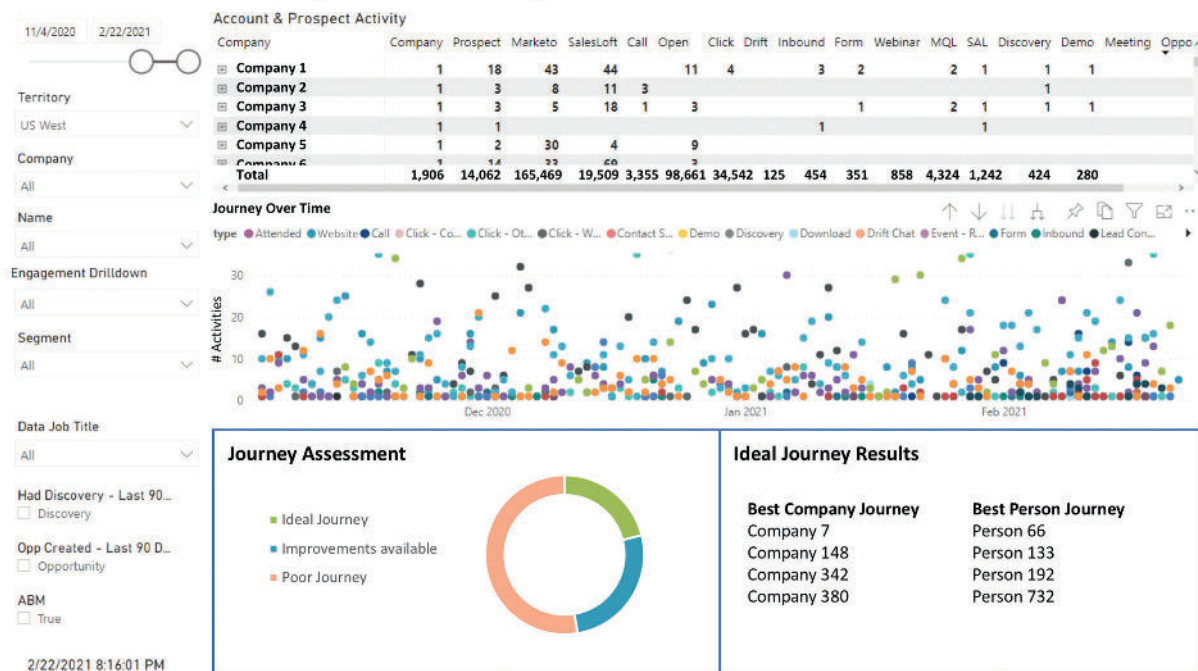
Take the Next Step Toward Frictionless Revenue Optimization

With Actian Avalanche Revenue Optimization you will improve your ability to acquire and retain new customers and to expand existing customer relationships. Avalanche 360 as-a-service helps you quickly and easily leverage and extract more business value from the 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.

You are enabled to do this at lower costs and with less effort than competing alternatives, outside application consulting contracts, or the status quo.

Avalanche Revenue Optimization, as-a-service delivers the capabilities and expertise you need to acquire and retain customers, expand your customer relationships, and optimize those relationships and your revenues. This cloud-based solution enables you to connect, integrate and aggregate your data allowing you to gain real-time, "real-life" insights about your customers that span data and application silos via clear, consolidated dashboards. Avalanche 360 as-a-service, removes the complexity of integrating data, reducing IT project workload and ensures continuous, quality data management. 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 now.

Actian Revenue Optimization accelerates the ability to know your customer better, quickly building a complete customer profile, optimizing campaign outreach and segmentation, pre-built templates and dashboards making it simple to get instant insight from your existing CRM system and tools.
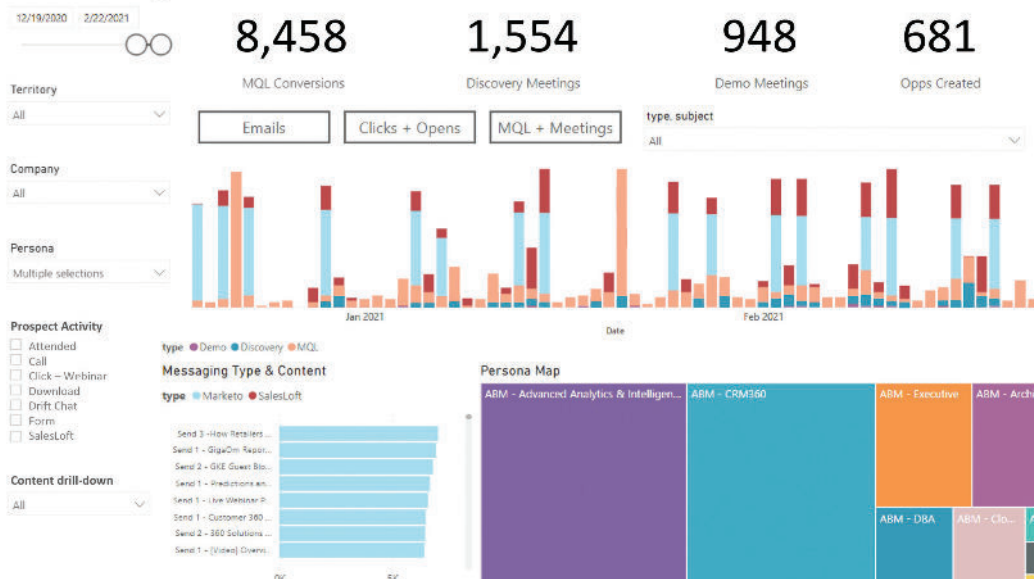
ACQUIRE | RETAIN | EXPAND

Acquire New Customers.
Retain Existing Customers.
Expand Revenue Opportunities.

Expand more customers with Revenue Optimization, as-a-service

ABM Analytics

12/19/2020 2/22/2021

8,458	1,554	948	681
MQL Conversions	Discovery Meetings	Demo Meetings	Opps Created

Territory: All
Company: All
Persona: Multiple selections

Emails | Clicks + Opens | MQL + Meetings

type. subject: All

Prospect Activity
- Attended
- Call
- Click – Webinar
- Download
- Drift Chat
- Form
- SalesLoft

type ● Demo ● Discovery ● MQL

Jan 2021   Feb 2021   Date

Messaging Type & Content

type ● Marketo ● SalesLoft

Send 3 - How Retailers ...
Send 1 - GigaOm Report...
Send 2 - GKE Guest Blo...
Send 1 - Predictions an...
Send 1 - Live Webinar P...
Send 1 - Customer 360 ...
Send 2 - 360 Solutions ...
Send 1 - [Video] Overvi...

Content drill-down: All

0K   5K

Persona Map

ABM - Advanced Analytics & Intelligen... | ABM - CRM360 | ABM - Executive | ABM - Archit...
| | | ABM - DBA | ABM - Clo... | AB...

Contact Actian to see how Avalanche
Revenue Optimization, as-a-service
solutions and processes can help
you and your team understand your
customers more quickly, completely
– and accelerate your revenue
optimization efforts.

Get Frictionless Now

ACTIAN™