

# Actian Customer 360 Real-time Analytics

Shape the ideal customer experience using all relevant data

## Benefits

Access, Enrich, Analyze, and Act on Key Customer 360 Initiatives

- Customer Profile
- Micro-Segmentation
- Churn Analysis
- Market Basket Analysis
- Next Best Action
- Campaign Optimization

Key benefits across all Customer 360 Initiatives

- Aggregate and Act on Customer Data - Day One
- Gain Real-time Customer Insights Across Silos
- Analyze, Visualize and Report Without Re-training
- Reduce Dependency on IT and Integration Services
- Avoid Customer Data and Cloud Lock-in

Since the arrival of the novel coronavirus in early 2020, 60% of commerce has moved online. A study by McKinsey found that 75% of US customers tried a new brand or a new way of shopping during the pandemic, and 84% used digital channels more than they did in 2019. These numbers may not surprise you, but they should prompt certain questions:

- *How effectively can your organization attract and engage customers when you are no longer communicating with them face-to-face? When they are interacting with your organization over multiple channels and from multiple devices?*
- *How effectively can you turn new digital prospects into customers? From single-purchase customers to repeat customers?*
- *Who are your most loyal customers and is that affinity increasing or beginning to fade?*

Indeed, how effectively you can accomplish any of these tasks depends on much more than responsiveness of your website or the efficiency of your order processing and fulfillment systems. Even more important is your understanding of—and your ability to anticipate and respond to—each customer’s needs, preferences, and history.

## Data, data, everywhere...

Once, a customer relationship management (CRM) system seemed sufficient to track and manage customer needs. But as privacy regulations such as GDPR constrain what information you can collect, retain, and reuse, and as more customer engagements move online, your CRM system is unlikely to contain all the data that you need to create a complete picture of a given customer’s needs, desires, and preferences.

Some of that data may be in your CRM system, but other key data points may reside in your billing and fulfillment systems, your call center, IoT networks, and other locations. More data may be obtainable through SaaS platforms, third party subscription services, social media, and other sources. The issue is rarely whether the data exists but whether it can be analyzed and acted upon when it exists in such a fragmented state.

Ultimately, your ability to differentiate your offerings and engage effectively with customers depends on your ability to create an ideal experience for each of your customers—existing and potential; that experience must draw them in, reflect a deep understanding of their history with your organization, their preferences and needs, and motivate them to stay. Your ability to create such an experience depends on your insights into those preferences, needs, and historical touchpoints—which in turn depend on your ability to access and glean meaning from all the different data points that, taken together, resolve into a full, 360-degree understanding of each customer.

## Forming a fully-integrated understanding

This is where the Actian Avalanche™ hybrid-cloud data warehouse and Actian Customer 360 Real-time Analytics can open up a whole new world of actionable, real-time insight.

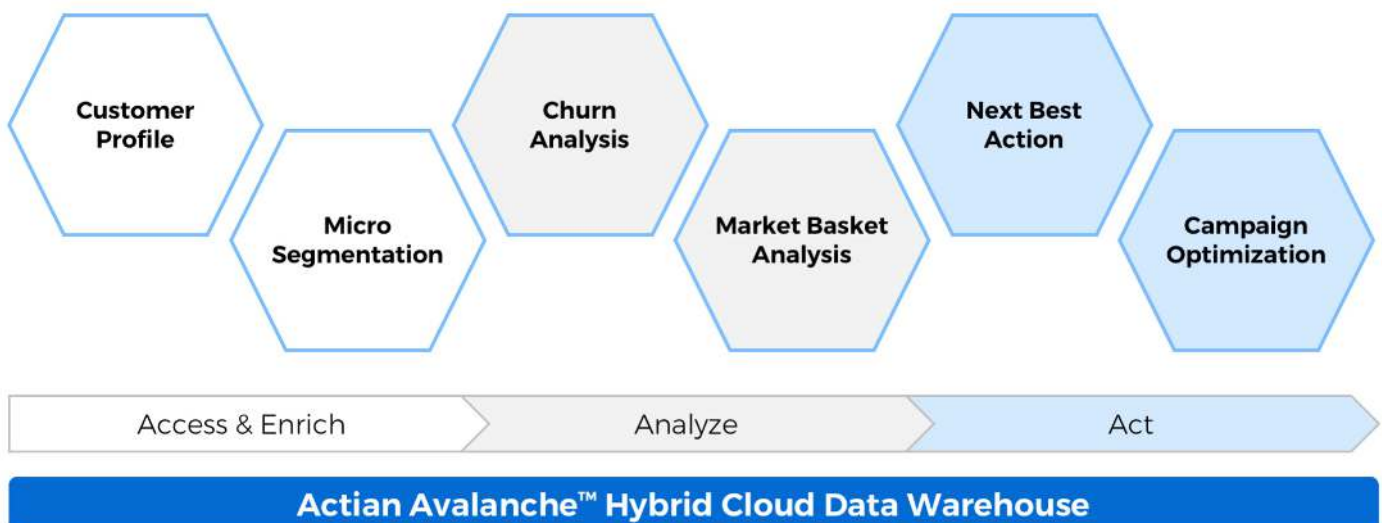
By design, Actian Avalanche acts as an integration platform that enables you to ingest and aggregate data from a wide range of on-premise, streaming, and cloud-based sources—including SAP, NetSuite, Salesforce, Marketo, Zendesk, Facebook, Twitter, and hundreds of others. With Actian Avalanche, data ingestion and aggregation is easy. AvalancheConnect, a built-in, key component of Avalanche, provides powerful connectors and APIs that enable your business analysts, data scientists, and data engineers to extract, merge, refine, and integrate data without the intervention of coding teams from IT. A drag-and-drop interface enables users select, prepare, and load datasets themselves, which dramatically accelerates access to the actionable insights your organization needs to create a differentiated experience tailored for each customer.

## Acting effectively on insight

While there are multiple elements to customer experience management (CXM)—from the creation of dynamic customer profiles and the identification of micro-segments and individualized next best-action responses to campaign optimization programs and market basket and customer churn analyses—the value and effectiveness of each element depends on the quality of the insights drawn from the aggregated data. Actian Avalanche Customer 360 Real-time Analytics enables your teams to use best-of-breed business intelligence (BI), visualization, and machine learning (ML) solutions from organizations such as DataRobot, Jupyter, IBM Cognos, Looker, Tableau, and others to develop the actionable insights your CXM efforts require.

The aggregation and analytical features of Actian Customer 360 Real-time Analytics also enable you to overcome the limitations inherent in many of the analytical tools already built into systems you may be using (such as native analytical tools focused only on a specific ERP or CRM system, or those optimized to perform analyses on one particular data lake). With Actian Customer 360 Real-time Analytics you can construct new models based on raw data, reconcile multiple identities and personas from different systems, and gain insights that no single data repository could possibly provide. You can enrich and improve the quality and completeness of your customer profiles and then use those findings as the basis for both proactive and reactive engagements.

You can also use the aggregation and analytical features of Actian Customer 360 Real-time Analytics to focus on the aspects of CXM that are most germane to your organization and your digital transformation strategy. Some organizations need a better understanding of the “customer journey” others want greater insight into the “voice of the customer (VoC).” For some companies, sentiment analysis on social media is key; for others, how customers use a network or service is more germane, for a better understanding of real-world service usage and how that maps to individuals and groups within a customer’s organization may hold the keys to creating a differentiating customer experience.



Running on one of the fastest hybrid data warehouse solutions available, Actian Customer 360 Real-time Analytics provides the performance you need to gain the actionable insights you seek. Actian Avalanche's patented vector technology delivers the industry's fastest performance at scale with no tuning required. Combined with technologies designed to maximizing CPU cache use and optimize I/O, Avalanche can perform at levels 100x faster than those achieved by RAM-resident systems. Furthermore, its APIs and connectors to multiple channels and customer engagement touchpoints—your website, call center, and more—put you in a powerful position to transform your data-driven insights, in real time, into the compelling experiences you seek to create for each customer.

## Acting effectively anywhere

It takes just a single click to take advantage of the power of Actian Avalanche and Avalanche Customer 360 Real-time Analytics on your cloud platform of choice. Actian Avalanche with Avalanche Customer 360 Real-time Analytics runs on AWS, Azure, and Google Cloud. Should your choice of cloud platform change, you can easily migrate your Avalanche data to the new cloud of choice while remaining connected to the tools you are using to analyze and visualize your Customer 360 data. You can connect to data sources on-premises or in your own cloud environment; you can even connect to fixed and streaming datasets from other cloud providers.

You can do all of this cost-effectively, too. Actian Avalanche and Avalanche Customer 360 Real-time Analytics leverage the deployment optimizations available through the cloud. The self-serve aspects of Avalanche and Customer 360 Real-time Analytics help eliminate the need to engage with IT to extract, merge, refine, and integrate data, which not only reduces the internal cost of deploying a CXM solution but also ensures that your business analysts, data scientists, and data engineers can spend their time gaining insights and shaping customer experiences rather than explaining models to an IT team.

Actian Avalanche with Avalanche Customer 360 Real-time Analytics. Shape your customer's experience—quickly, dynamically, and cost-effectively—using all available insights.



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