

# Reach Your Data Goals Faster. Here's how.

Common problems prevent organizations from unlocking the full value of their data—and delaying the time it takes to get from data to decision.

## THE REALITY OF DATA MANAGEMENT TODAY

**44%** of data and analytics teams are providing value<sup>1</sup>.

**Skills and resource shortages.** Many tools demand special skills and expertise.

**Data silos persist.** Connecting data often takes time and resources.



**48%** of CEOs worry about data accuracy<sup>3</sup>.

**Data quality is lacking.** Inaccurate and incomplete data inhibits confident decision-making.

**Price performance is a crucial factor to consider** when selecting a data platform because it directly impacts the overall performance and cost-effectiveness of data management operations.



**69%** of time getting analysis is spent on data prep<sup>2</sup>.

**Analysis often take too long to be useful.** Even the right information too late can increase risk and limit opportunities for a business.



**56%** of companies struggle to maintain costs as data volumes and workloads increase.

By contrast, organizations that break through these barriers to achieve better data intelligence can realize

**3X-4X better business outcomes<sup>5</sup>.**

## 4 BENEFITS OF OPTIMIZING DATA

Once you have the technology and processes in place to easily build new data pipelines, integrate data, and make it available to all users, you can unlock its true potential. The data can be leveraged for myriad use cases, including these four:

### Increase revenue

by attracting, engaging, and growing customers.

### Reduce costs

by optimizing, streamlining, and automating processes.

### Mitigate risk

by identifying and quickly responding to organizational threats.

### Win market share

by transforming and innovating products.

## 4 WAYS THE ACTIAN DATA PLATFORM DELIVERS ENHANCED OUTCOMES

The platform has the capabilities needed to power business users and data-intensive applications. It offers superior price performance with nine times faster analytics speed while being 16 times less expensive than other offerings. The platform enables you to:



### Unify data.

Collect, manage, and analyze data in real time with transactional database, data integration, data quality, and data warehouse capabilities in an easy-to-use platform. Sync data that's siloed in the cloud and on-premises.



### Simplify data integration.

Over 300 connectors and no/low/pro-code options allow you to manage and integrate data with flexibility. Store your data in a data warehouse designed for analytical work.



### Benefit from a hybrid environment.

Manage and use data no matter where it resides—the cloud or on-premises. Quickly deploy and optimize data across multiple clouds, including AWS, Azure, Google Cloud, on-premises, or hybrid environments.



### Make decisions with confidence.

Trust data and insights by relying on a modern platform that makes data integration and data preparation easier than ever. Connect to leading BI tools to run a variety of analytic workloads that provide real-time business insights.

# Experience Data Confidence

The Actian Data Platform supports confidence in your data, improves data quality, assists in lowering costs, and enables better decision making across the business.

See how the platform helped Academy Bank save more than four hours of manual data entry per day and develop new online services to improve the customer experience.

[Watch Short Video](#)

<sup>1</sup> Gartner, "Gartner Survey Reveals Less Than Half of Data and Analytics Teams Effectively Provide Value to the Organization," March 2023

<sup>2</sup> Ventana Research, "Analytics and Data Benchmark Research," 2023

<sup>3</sup> IBM, "CEO decision-making in the age of AI," June 2023

<sup>4</sup> Actian research study, "Data Analytics Cloud Journey," Dec. 2022

<sup>5</sup> IDC, "Navigating the Planes of Enterprise Intelligence Architecture," June 2023