Actian Makes Knowing More About the Customer Easier for Financial Services

We enable financial services firms to connect, manage, and analyze data on a single cloud data platform to truly understand more about their customers. Our platform makes data easy to use for business priorities, like delivering personalized offers to a single customer. Firms can provide impactful customer experiences that stand the test of time and improve loyalty in our digital plus economy.

Financial services firms need a unified view of their data to build 360-degree views of all customers at the speed and scale required for today's businesses. Silos, fragmented technologies, and inefficient legacy systems create barriers to understanding and engaging customers, which is why a modern, connected platform is needed.

Actian Simplifies Using Data, Which Simplifies Knowing the Customer

The technology environment for financial services is changing rapidly. Outdated platforms cannot keep up with the massive volumes of data available from ever-increasing sources. Firms need a platform that brings together all data from all sources, then makes it easily accessible across the organization.

The Actian Data Platform does this and more. The highly scalable platform integrates all data, simplifying usage for automation, downstream applications, and meaningful customer experiences. Financial services firms can use the platform to capture all relevant data and provide self-service access so teams across the organization can use the full power of customer data.

Having accurate, integrated data at any moment allows firms to identify the next best actions to deliver optimal customer experiences. These actions help improve loyalty and foster life-long business relationships.

Elevate Customer Experiences and Improve Outcomes

Actian offers a modern cloud data platform to:

Improve risk analysis using AI/ML to make data-driven decisions, such as determining loan approvals quickly.

Enhance fraud detection and prevention with AI/ML, expanded data sources, and edge-to-cloud data retrieval and analysis.

Gain 360-degree views with Actian's real-time connected data warehouse to collect, aggregate, query, and analyze data for customer profiles, insights, and personalization.

Modernize financial services applications to increase ROI by leveraging cloud, AI, mobile, and IoT.

Optimize next-gen mobile banking and wealth management experiences by understanding customer relationships across all edge devices.

Advanced Analytic Skills Not Required

The Actian Data Platform lets users perform queries with familiar tools and languages. Firms no longer need a roster of data scientists to get answers from their data.

Actian also reduces costs. An Enterprise Strategy Group economic validation shows that the Actian Data Platform can lower customers' costs by 20%-70% and dramatically improve the quality of insights.

The Actian platform provides:

- Superior price performance for operational analytics
- 360-degree views to know the customer better
- Risk analysis to mitigate risk
- Fraud and anomaly detection
- Regulatory and compliance reporting
- Trade analysis
- Modernization for legacy applications
- Data-driven forecasting

One Platform for a Connected Data Analytic Ecosystem

The Actian Data Platform simplifies firms' ability to bring together and manage all data for analytics. It connects diverse data types using low-code drag-and-drop integrations and pre-built connectors. Data can be easily profiled and optimized by any user.

Mission-critical data management is also easy. The platform provides data observability and elastic scalability and makes scaling cost-effective by separating storage and compute. Firms benefit from auto-start and idle stop, data warehouse scheduling, and dynamic scaling without downtime.

The platform simplifies analytics with capabilities such as compliance and data masking, BI and advanced analytics, and high-performance queries for ad-hoc, predictive, prescriptive, and traditional BI workloads. Firms can take advantage of simple connections with BI tools and embedded APIs for analytics.

Easy-to-Use Data Drives Ongoing Value

The Actian Data Platform reduces costs, uncovers insights fast, and improves access to those insights. The platform helps with:

Data unification

Aggregate diverse customer interaction touch points to deliver tailored offers. Unite data from enterprise systems, third parties, and SaaS applications to meet customers where they are with the right engagements at the right time.

Personalization

Achieve results across customer engagement, feedback loops, impactful user experiences, customer community outreach, and brand advocacy with strategic customer personalization, enabling revenue growth and brand trust.

Customer loyalty

Address critical moments for customers with easy-to-access data to realize wide-ranging benefits such as preventing churn with actionable steps.

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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