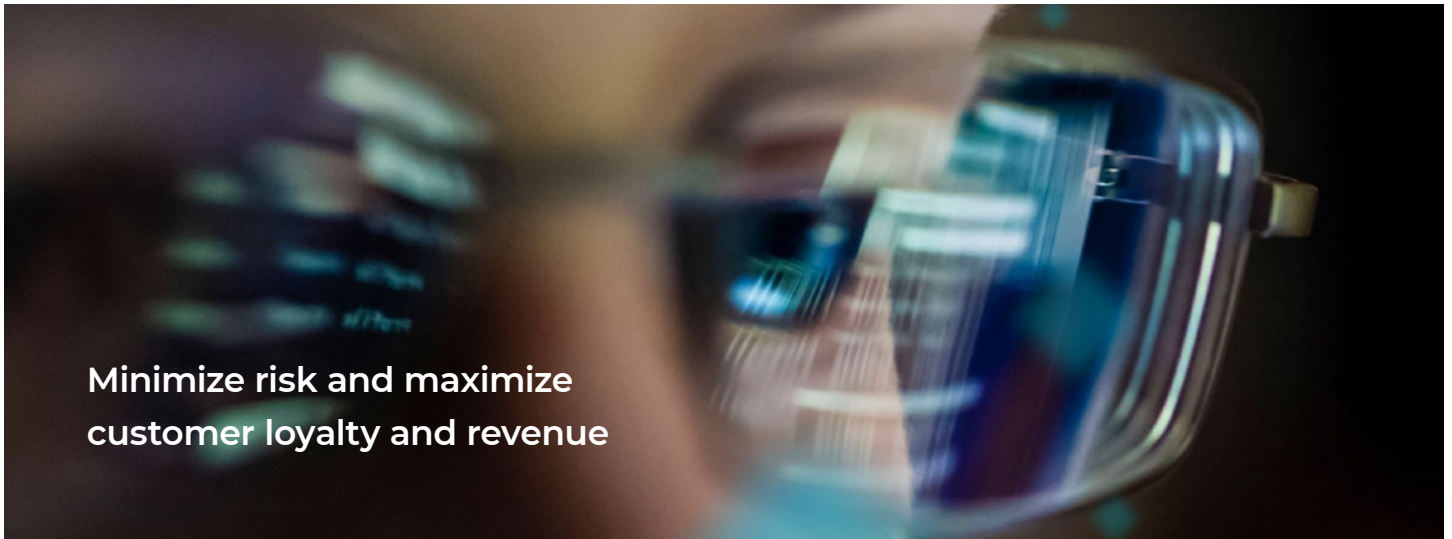




The background image shows a woman with dark hair and glasses looking down at a laptop screen. The screen displays various data visualizations, including a line graph with a blue line and a grey shaded area, and several circular gauges or progress indicators. The overall color scheme is dark blue and teal.

Your Path to Frictionless Revenue Optimization

Data and Organizational Roadblocks



Minimize risk and maximize customer loyalty and revenue

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 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 Avalanche Cloud Data Platform delivers that information, enabling any business to access the data that they need. As a result, they'll develop more meaningful customer experiences while contributing to business growth.

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.

Revenue Optimization: Why You Don't Have It

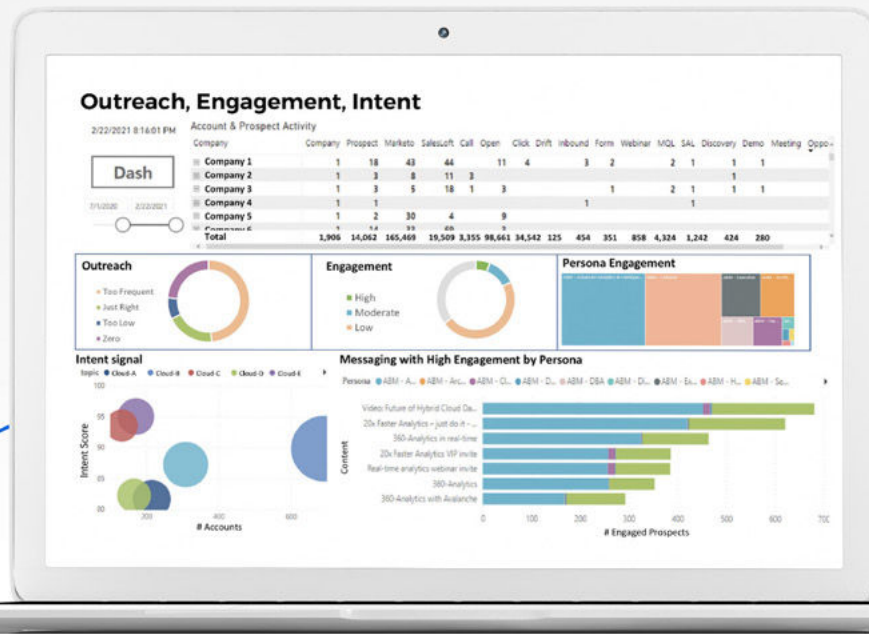
A 360-degree view and the path to frictionless revenue optimization is dependent upon too many disparate, poorly connected applications and data sources. Gaining this 360-degree view is at the mercy of IT tools, processes, and people and is almost guaranteed to be incomplete, out of date, or both.

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 Avalanche Cloud Data Platform



You are not alone

Your organization is not alone in facing these challenges. **The 2022 NewVantage Partner's Data and AI Leadership Executive Survey** highlights the results from a recent survey of 94 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 97% of respondents report accelerated investments in big data and AI projects, with on 48% of respondents seeing measurable results from their investment. Only 47.4% of participants are using data as a competitive advantage. Worse, only 26.5% of those surveyed said their organizations were truly data-driven during the preceding year.

The primary obstacle to becoming a data-driven company? Corporate culture, cited as the top problem by more than 91% 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 skill sets 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
48% 
of executives vreport
a return on data
investments

40% 
of data strategies have
not generated success



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

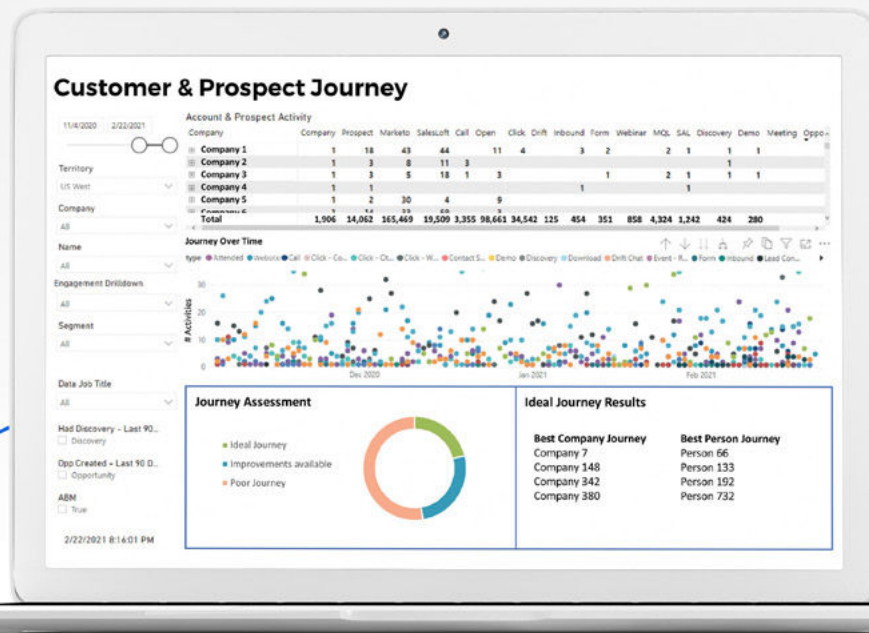
Increased revenue - Accelerate your team's ability to acquire, retain, and expand revenues and deliver revenue optimization by leveraging existing data resources more effectively with fewer barriers from disconnected business units, data silos, and lack of skillsets.

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.

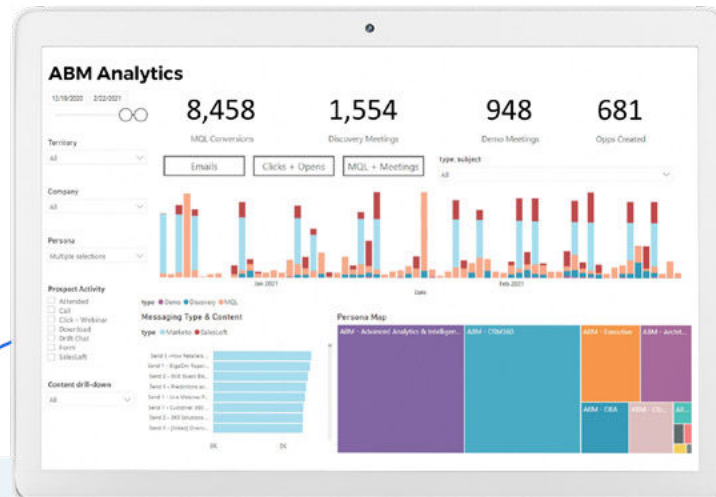
Faster, improved decision making - With virtually real-time, accurate data, your business is more agile with its ability to pivot or double down on investments where needed. Make decisions at the speed your business requires for a competitive advantage.

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.

Retain more customers with the Avalanche Cloud Data Platform



Expand more customers with the Avalanche Cloud Data Platform



ACQUIRE
NEW CUSTOMERS



RETAIN
EXISTING CUSTOMERS



EXPAND
REVENUE OPPORTUNITIES



Take the Next Step Toward Frictionless Revenue Optimization

- With the Avalanche Cloud Data Platform, you'll improve the ability to learn more about your customers. The Avalanche 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 Avalanche Cloud 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 Avalanche platform removes the complexity of integrating data, reducing IT project workload and ensures 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 transforms business by simplifying how people connect, manage, and analyze data. The Avalanche Cloud Data Platform gives customers a flexible and comprehensive solution that enables fast innovation by gaining real time insights, leveraging native data integration, and deploying anywhere. Its cloud data platform offers maximum interoperability by combining data integration, management, and analytics solutions across all systems, while its ongoing partnership model makes scaling fast, efficient and effective. Customers benefit from its always-available support that proactively detects and solves potential issues, which is also a crucial feature for data-intensive enterprises. www.Actian.com.

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

[Get frictionless now >](#)

