

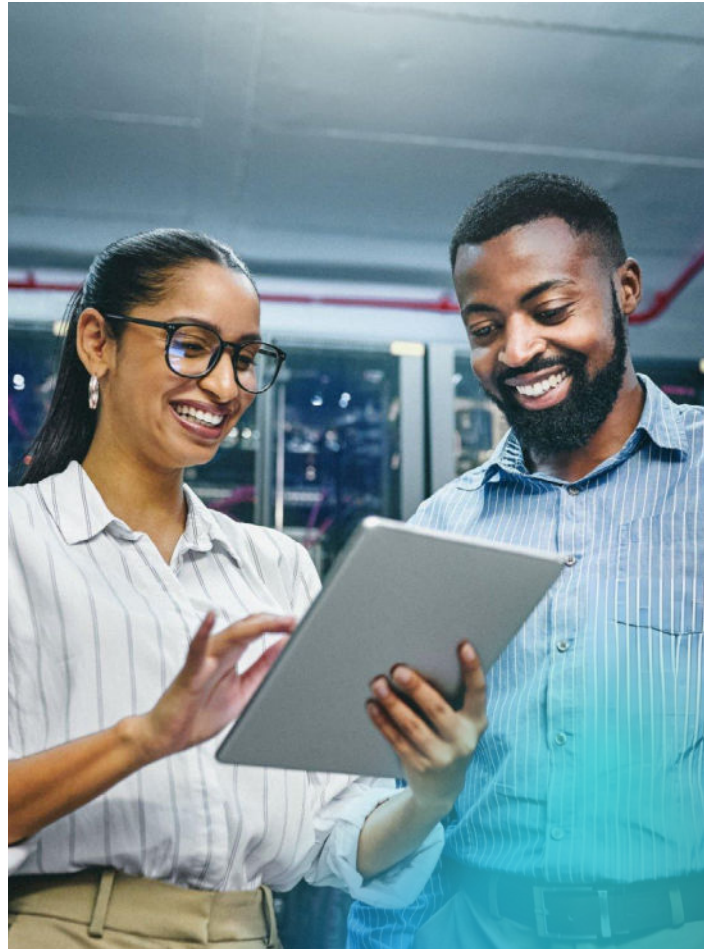
How Innovative Organizations Around the World Achieve Breakthrough Results With Data

Action powers data integration, real-time access,
and flexibility for diverse use cases.



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In our hyper-connected, fast-changing world, the ability to quickly add new data sources and integrate and analyze data at the speed of business are the cornerstones of strategic growth. Forward looking organizations, regardless of size and industry, face the ongoing challenge of not only accessing, but also dynamically unifying and analyzing data to inform decision making throughout the enterprise.

Ensuring success in this environment requires a modern data platform that becomes a catalyst for growth and innovation. This type of platform transforms data into actionable insights, propelling your organization ahead of competitors and directly improving the bottom line.

As the digital landscape evolves, so does the complexity of data. Organizations like yours are inundated with growing volumes of data from diverse sources, each offering the potential for valuable insights into various aspects of the business, customers, industry trends, opportunities, and other areas. Delivering those insights requires the ability to analyze data at scale.

A modern data platform not only simplifies the integration of varied data streams, but should also enhance data accessibility and reliability, empowering decision makers at all levels. Adopting this type of data platform gives you more meaningful insights, automates more processes, and hyper-personalizes customer experiences. Ultimately, the right data platform is not just about managing data—it's about future-proofing the business in an increasingly data-driven world.

This eBook showcases how an industry-leading data platform and trusted databases are enabling an array of use cases that deliver sustainable and high-value outcomes.

Providing High Performance to Enable Ultra-Fast Responses

To successfully identify dynamic market trends, emerging business opportunities, changing customer behaviors, and ongoing business risk, you must have unfettered access to real-time data. Decisions oftentimes need to be made quickly to grab market share, inform strategies, and outpace the competition. Actian products offer access to real-time data to support informed decision making for stakeholders and data-intensive applications. Here's how innovative organizations are using integrated data for accelerated responses and outcomes.

Supporting Sub-Second Responses with an Embedded Database

Tsubakimoto Chain Company, a Japanese global machinery manufacturer, has partnered with Actian for more than 25 years. The company uses Actian Zen to deliver the millisecond-level speed needed to support high-speed conveyor belt sorting systems handling up to 10,000 items per hour.

Tsubakimoto has reassessed its database choices and continues to select Actian Zen. Independent testing by Tsubakimoto revealed Actian Zen's superior performance, processing data 10 times faster than other competitors and 5 times faster than a typical SQL-based database.



Business Outcomes

Actian Zen supports **Tsubakimoto's** real-time data management requirements. It delivers the millisecond-level response times required for database reads and writes.

Delivering ERP Excellence with a Reliable Database

Seyfor, a European-based leader in enterprise resource planning (ERP) systems, relies on the Actian Ingres database to support its ERP solutions. Ingres ensures high performance, reliability, and functionality while enabling efficient data management for thousands of transportation and logistics companies.

This robust database foundation supports the daily movement of goods. It provides a highly scalable database that can handle vast data volumes quickly and securely, which is essential for the operations of thousands of vehicles.



Business Outcomes

Ingres powers **Seyfor's** ERP offerings. It supports 2,000 users managing operations for approximately 7,000 vehicles and optimizes data processing for fast query responses, serving as the backbone of Seyfor's ERP operational performance.

"One of the main strengths of Actian is its resilience and scalability. The system is designed to handle large volumes of data while providing a high level of data security and integrity."

- **Ondrej Mrhac**, Prytanis Technician, Seyfor

Enabling a High-Performance ERP System with Edge Intelligence

Global Shop Solutions adapted to the internet of things (IoT) evolution in manufacturing by using Actian Zen to deliver a high-performance ERP system. When the US-based company needed a database to embed in inexpensive IoT-enabled devices to store and process data, it turned to Actian Zen Mobile—a lightweight, serverless database that integrates seamlessly with the existing ERP system.

All Zen editions use the same data models. This allows Zen Mobile to easily share data with every other instance of Zen, eliminating the need for middleware to facilitate extract, transform, and load (ETL) processes.



Business Outcomes

Actian Zen helps **Global Shop Solutions'** ERP system deliver high-performance transaction support and deep analytical insights through standard SQL queries.

"With all the data that we can capture in Actian Zen, that could lead to ML [machine learning] training sets that enable firms to deliver greater value, higher quality, even more realistic forecasts, which is very important to our customers."

–**Chris Okamuro**, Vice President and Chief Technology Officer, Global Shop Solutions

Putting Real-Time Data and Advanced Technologies to Work

Having access to data in real time is essential for business operations such as using location systems to track products in supply chains, identifying suspicious transactions in finance to prevent fraud, and delivering online insurance quotes.

Likewise, real-time analytics quickly identifies trends, market shifts, emerging opportunities, risk, and other key business drivers.

Real-time data provides immediate access to information as soon as it's generated. One example is streaming data. Making data immediately available to users requires a powerful platform that can scale and process data—often vast amounts of data—very quickly. Organizations that successfully capture and share real-time data achieve a range of innovative use cases and outcomes.

Speeding Ahead with Real-Time Insurance Quotes

In the competitive UK insurance market, The AA leverages the Actian Data Platform to generate insurance quotes at extraordinarily fast speeds. Deployed on Microsoft Azure, the platform enriches and analyzes data from multiple sources, enabling tailored, risk-balanced quotes in a fraction of a second.

This ultra-fast delivery is a significant competitive advantage—preference is given to sites that respond the fastest. The platform also supports a significant scale-up of The AA's data queries without affecting system performance, allowing data scientists to develop data models in response to changing market conditions.



Business Outcomes

The AA enhances and analyzes data on the Actian Data Platform. The insurer then delivers a risk-balanced, competitive insurance quote in fractions of a second.

"Actian and our BI tools integrate seamlessly and deliver real-time insights with great speed and performance. We're able to make informed, risk-balanced decisions very quickly."

–**August Ludwigs**, Pricing Analyst, The AA

Benchmark Study Shows Price Performance Dominance

A GigaOm benchmark report found that the Actian Data Platform offers superior price performance, emphasizing its ability to handle massive data volumes efficiently and affordably. The benchmark demonstrated the platform's significant advantage in various real-world query scenarios. The platform proved to be up to:

9x

faster than other platforms

16x

less expensive

Real-Time Analytics Improve Advertising Efficiency

With its omnichannel advertising platform, a European-based advertising tech company helps the world's largest advertisers engage with target audiences. It has delivered, tracked, and edited more than 3.5 billion video views for over 400 agencies and popular brands.

The company needs real-time insights to inform critical video campaigns. The Actian Data Platform delivers those insights to help with everything from predicting the emotional impact of videos to driving viewership and optimizing campaigns against key performance indicators in real time.

Business Outcomes



The company performs on-demand competitive benchmarks across 2.7 million customizable data points. Real-time reporting features are integrated into apps for up-to-the-minute insights into video campaign performance.

Trusted Operations for Mission-Critical Systems

The Republic of Ireland's Office of the Revenue Commissioners, known as Revenue, requires modern, reliable technology to enhance its tax and duty collection systems that help support the country's economy. That's why Revenue uses the Actian Ingres database for uninterrupted operations for its mission-critical computer systems.

Revenue runs Ingres in multiple installations, each with numerous databases supporting applications in production and development. It also leverages Actian Vector for business intelligence.

Business Outcomes



Action speed and product capabilities ensure the high-performance analysis of large data volumes. Revenue benefits from operational support and real-time insights to manage tax revenues and custom taxation efficiently while also providing a high level of customer satisfaction from online experiences.

"Actian Ingres and Vector provide us with real-time analytics and operational improvements that have helped us increase revenue collection while reducing internal costs."

- John Barron, CIO, Revenue

A Modern Approach to Data Leads to Better Insights

Moving at the swift pace of business demands the ability to make trusted data available when and where it's needed. A modern platform with an integrated suite of easy-to-use tools simplifies and automates processes for ingesting, transforming, analyzing, and storing data, underpinned by both price and performance considerations.

This type of platform lets you perform workloads where they make the most sense—in the cloud, on-premises, or in hybrid or multi-cloud environments. Putting the platform at the center of a connected data analytics ecosystem helps ensure business continuity, optimizes data, and delivers insights as a basis for decision making. Likewise, this type of platform removes barriers to access, manage, and share data, putting data into the hands of everyone in your organization who needs it. This approach fosters a culture that's truly data driven.

Digitally Transforming How Documents Are Archived

When Italian document archiving firm Bucap S.p.A needed a modern, scalable database to customize apps to meet fast-changing business requirements, it deployed Actian Ingres to meet this challenge. The database enabled Bucap to create a modern, digital archiving and data management system that securely stores and organizes millions of documents—with self-service capabilities.

Actian Ingres, along with the rapid application development environment enabled by OpenROAD, enhances Bucap's service delivery while reducing costs and increasing customer satisfaction. OpenROAD and Ingres also support the IT team in custom app development.



Business Outcomes

The long-term partnership with Actian has allowed **Bucap** to remain competitive by offering customized and specialized data management services.

"We have been able to achieve all our goals and, thanks to Actian and the Actian [Ingres] database, our business is on solid ground. We are in a great position to develop new and innovative products in response to the challenging business opportunities presented by our customers."

- **Ruggero Rinaldi**, General Manager, Bucap

Modernizing in the Cloud Improves Distribution Efficiency

As one of the largest pharmaceutical and healthcare distributors in the UK and Ireland, AAH must stay ahead of ever-changing demands. The company leveraged the Actian Data Platform to transition to cloud-based IT operations. The migration helped modernize its infrastructure, offering scalability while preserving existing business logic.

AAH used the Ingres NeXt migration path for a phased move to Google Cloud—its goal is to be a cloud-first company. The organization is focused on connecting cloud-based data and analytics to accelerate innovation.



Business Outcomes

Modernization has positioned **AAH** to better handle scalability and agility as it extends offerings from brick-and-mortar pharmacies to digital based offerings. This improves business operations with enhanced reliability and performance.

Data Integration and Quality in One Easy-to-Use Platform

The Actian Data Platform offers integration as a service along with data quality, cost efficiency, transactional database, and data warehousing capabilities in a single solution. You benefit from trusted data and enhanced decision-making across diverse business environments.



Connected Data Modernizes Manufacturing Operations

French-based Paturle Aciers supplies steel to companies in all countries. It requires integrated data, yet individual machines were creating information silos. The company needed to do more than unify data—it needed to make integration efficient, without manual processes, and build a trusted view of data.

Paturle Aciers achieved data integration by using the Actian Data Platform. It unifies the company's large data volumes, supports data and analytics tools, and enables production machines to communicate. This helps predict and resolve issues and ensure high-quality products.

PredictX migrated its Vector database to the Actian Data Platform, which preserved existing business logic and code while delivering a cloud-based offering to customers. The migration—which took just four weeks—was invisible to end users, with zero disruption to customers.

Business Outcomes



PredictX reduced infrastructure management and reused existing queries, workflows, and connections across on-premises and cloud environments.

Business Outcomes



Bringing together data informs everything in the business from product quality to predictive maintenance. That's why **Paturle Aciers** plans to connect all of its machines to the Actian Data Platform to deliver even more value.

The Power of Integration Unlocks Data's Full Value

Every piece of data has potential value. That value is realized when data is unified and analyzed. With more data being produced from more sources than ever before, you need the ability to integrate the data in a single platform, and then make it readily available to all data users, systems, and applications that need it.

Transforming Expense Management in the Cloud

England-based PredictX is a pioneer in predictive expense analytics. The company used the Actian Data Platform on Google Cloud to meet a client's need for deeper insights into Employee Generated Spend (EGS).

Data integration can be complex, but a modern data platform simplifies this critical process—without requiring specialized IT skills. Connecting data, while ensuring it's governed, secure, and meets your data quality needs, unlocks new value for all areas of the business. That's because integrated data delivers more comprehensive and granular insights than using single data sets.

Make Access to Trusted Data Easy

The Actian Data Platform supports real-time data management and analysis from various cloud and on-premises sources through a unified interface, offering advanced API-first integration for seamless data workflows. Additionally, the platform simplifies data accessibility without relying on specialized IT skills.



Saving Significant Time Capturing and Integrating Data

National aeroponic cannabis brand Aeriz improved operational efficiency by integrating and managing data from multiple systems using the Actian Data Platform. The platform solved the challenge of data accessibility while allowing for better inventory management and a faster order-to-cash process.

The platform enables the US-based company to integrate, manage, and analyze data from systems both on-premises and in the cloud. The unified approach to data improves operations and insights.

Leveraging Data for Tiny Tools

The Marvell Nanofabrication Laboratory at the University of California, Berkeley, provides micro- and nano-fabricated tools to investors and researchers. As a modern lab and shared research center, Marvell NanoLab must integrate, manage, and analyze a variety of data. This requires an enterprise transactional database for operational analytics.

Action Ingres delivers. It helps monitor the lab by ensuring visibility into facility access and authorizations, managing hundreds of memberships, and handling and forecasting financials and billing.

Business Outcomes



Action Data Platform enabled an 80% reduction in time spent on data access and aggregation, reallocating that time to analyzing data instead of preparing and aggregating generic reports and spreadsheets. **Aeriz** can now focus more on data analysis to support rapid business growth.

Business Outcomes



Action Ingres offers a 360-degree view of members, member training qualifications, equipment, preventative maintenance, and lab suppliers. The insights help **Marvell NanoLab** develop the next generation of nano fabrication tools.

"We have been able to save a huge amount of time spent pulling data and manually reconciling data when we find errors or discrepancies. We are now able to actually spend time analyzing areas to move the business forward."

- Joe Jones, CIO, Aeriz

Integrated Data Delivers Deeper Insights

US-based Xactly, a provider of cloud-based enterprise platforms for sales planning and incentive compensation, utilizes Actian DataConnect and the Actian Data Platform to integrate a vast amount of customer data. The integration empowers Xactly customers to get deep insights from an Xactly analytics solution.

The Actian offerings enable Xactly to rapidly complete customer implementations—reducing the time from months to just days. Actian DataConnect also supports integration from numerous sources, regardless of the environment, SaaS or on-premises, which is critical for managing the complex data needed for calculating commissions.

Business Outcomes



Integration allows **Xactly** customers to interact on-demand with the Xactly analytics offering. Customers gain the data-driven insights needed to create and manage critical compensation programs.

Easy-to-Use Data Accelerates and Elevates Use Cases

The importance of an easy-to-use, modern data platform and related tools cannot be overstated for businesses like yours that want to outpace the competition and deliver ongoing value from data. The sheer magnitude of data generated each day presents unprecedented opportunities, but only if harnessed effectively.

An intuitive data platform can act as your business's central nervous system, integrating disparate data streams into actionable insights. This integration enables data-driven decisions that proactively steer the company toward strategic growth.

Implementing an innovative data platform is not merely an IT upgrade. It's a transformational shift that empowers your organization at every level. From enhancing customer experiences by personalizing interactions to optimizing operations and predicting future trends, the capabilities and use cases are limitless.

Ensure Your Data is Ready For GenAI

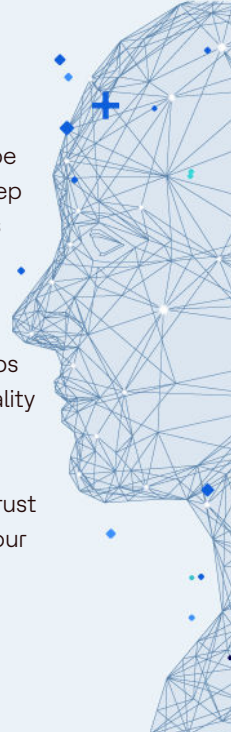
According to Actian research, most people think their organization's data is ready for generative AI.

79% rate their data quality as "above average" or "outstanding"

78% believe their data preparedness is top-notch.

However, many organizations may not be as ready as they think. A lack of data prep can cause AI and generative AI projects to fail. By contrast, those that properly prepare their data can accelerate and enhance Gen AI implementations and use cases. A modern data platform helps ensure data is prepped and has the quality needed for GenAI.

Actian provides the quality needed to trust your data and have full confidence in your decision making. With Actian, you can improve and monitor the accuracy and consistency of your data.



About Actian

Actian makes data easy. We deliver cloud, hybrid, 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.

