



ACTIAN™
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Action Data Platform provides integration and quality as a service

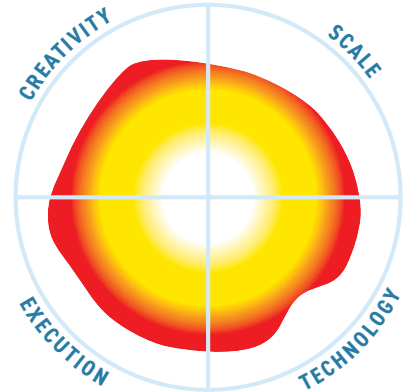
The company

Actian is a leading provider of data intelligence solutions. Its product suite includes data integration, data quality, data governance, analytics, metadata management, data cataloging, data lineage, and data observability, and is available in hybrid, on-premises, and multi-cloud environments.

The company has several decades of experience in data (it was founded in 1980), over 700 employees worldwide, and thousands of customers spanning all industries and sizes. Moreover, as the data and analytics division of HCLSoftware, Actian benefits from the resources and expertise of its parent company, HCLTech, and its more than 200,000 employees.

Actian has a significant history of acquisitions. Most recently, in 2024, it acquired Zeenea, a data discovery and metadata management platform, adding a data catalogue and a data marketplace – among other things – to its data governance capabilities.

This **Mutable Quadrant** is derived from 13 high level metrics, the more the image covers a section the better. **Execution** metrics relate to the company, **Technology** to the product, **Creativity** to both technical and business innovation and **Scale** covers the potential business and market impact.



What is it?

One of the company's primary offerings is the Actian Data Platform (see **Figure 1**), a holistic data platform providing unified data management across a range of deployment environments (including on-prem, (multi/inter) cloud, and hybrid) and data types (including structured, unstructured, and semi-structured). The platform has been designed to make data "trusted, flexible and easy", and features database capabilities as well as data analytics and warehousing, data integration (including integration as a service), data quality,

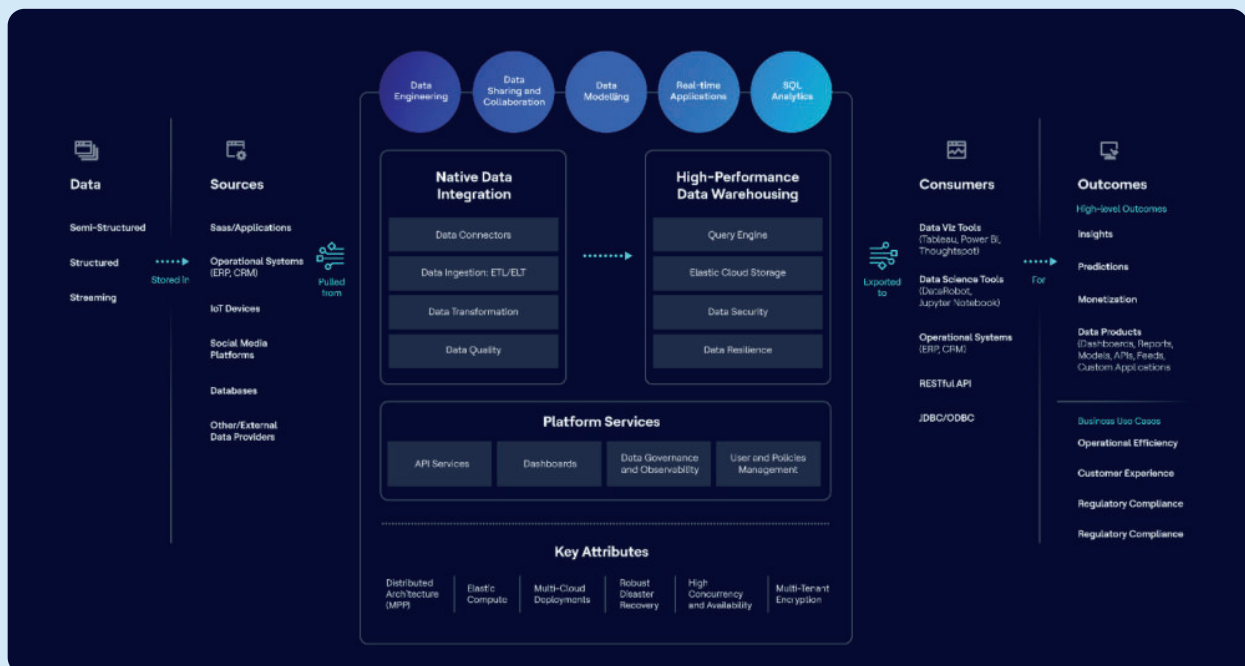


Figure 1 – Actian Data Platform architecture



workload management, and more. With the acquisition of the data discovery platform Zeenea, it offers metadata management, data cataloguing, and data discovery as additional features. The platform also provides support for storing (and thence querying) columnar data, as well as auto-tuning and other performance optimisations. Data integration in particular is offered within the platform, as well as on premises, through the Actian DataConnect product.

Moreover, the Actian Data Platform is highly integrable and API-friendly, providing a high degree of connectivity. This allows you to supplement its wide range of built-in functionality with third-party tooling. It is compatible with both data fabric and data mesh architectures and is equipped to support generative AI and machine learning. Full access to the Actian Data Platform is provided through a single pane of glass control plane, complete with a low-/no-/pro-code user interface.

What does it do?

Actian Data Platform's core differentiator, at least in terms of data integration, is that it offers effective, proven integration as a service, alongside robust data quality and warehousing functionality, within a much broader data ecosystem solution provided by a single, unified platform. This provides a great deal of flexibility in how you can handle your data during the integration process, while ensuring that it remains trusted and high quality.

The data integration process itself is designed to be easy to use, both in and of itself and alongside accompanying technologies like data ingestion, quality, and preparation. To this end, it includes real-time, event-driven data ingestion via an extensible library of prebuilt connectors, REST and SOAP APIs, and desktop data loading for on-premises data; data preparation and transformation actioned using a no-/low-/pro-code transformation builder; a drag-and-drop transformation canvas, and automated transformation scheduling; the integrated application of data quality; and secure, real-time data delivery. The data integration processes themselves are designed using templates and/or guided workflows, and there is a management interface for centrally monitoring all of your ongoing and completed processes, regardless of where those integration processes are occurring or have occurred.

Actian's data quality capability, which is frequently leveraged in concert with its data integration functionality, uses data quality rules to drive data remediation, with sufficiently poor-quality data remediated automatically based on provisions described in each rule. Automated rule generation is available, as are a selection of industry-specific packs of predefined quality rules. Rules can vary in their methods: they can check whether the data exists at all, they can check if it matches a particular pattern, and so on. Data can be moved to a specific location automatically after a given result from these checks

(which ties into data integration in an obvious way) and the platform can send out a notification to the relevant users when a check fails. Data quality can be run on demand or on an automated schedule and is supported by drag and drop data profiling as well as a data quality dashboard, which features – among other things – a run history and a results summary.

Actian also provides an impressive range of connectivity options, enhanced by its in-platform data interoperability solution, Actian Connect. More than 300 connectors are provided out of the box, alongside REST API integration. Actian Connect is supported by Actian's newly released Connector Factory, a means for users to quickly and easily create their own connectors, over and above the ones Actian already provides. Actian Connect also provides automated data pipeline deployment and workload scheduling.

Why should you care?

Actian has a significant history in the database market. Accordingly, the Actian Data Platform benefits from the sort of reliability that you can only get from a product and company that has been in the market, in one form or another, for decades.

More concretely, the combination of data integration and data quality that Actian provides should not be sniffed at. Not only are these capabilities often vital in and of themselves, but it is frequently beneficial to deploy them together by building data quality profiling and remediation into your data integration processes, thereby ensuring that the data that lands is of high quality. This is particularly important for supporting data analytics – one of the primary use cases for data integration – due to how deleterious poor-quality data can be (and frequently is) to statistical analysis. This is likewise the case for providing training data to machine learning and (generative) AI processes: these technologies rely on high quality data to function well, so it is in your best interest to make sure they get it.

It is also important to remember that data integration and data quality are only two of many areas of data functionality that the Actian Data Platform offers. The flexibility in managing your data that this provides is substantial.

Finally, it is worth reiterating that the Actian Data Platform's connectivity and integration options are rather impressive, especially with the addition of the Connector Factory, as is its single pane of glass management layer.

The bottom line

The Actian Data Platform provides a robust and versatile solution for a range of data management use cases, particularly data integration and data quality, that offers a vast array of connectivity options as well as significant ease of use features. In short, it is very much worth your consideration.