



Modernize your CX stack

The seamless integration of ActionIQ’s HybridCompute technology with Teradata VantageCloud democratizes access to customer data across the enterprise while providing technical teams with greater control. Combine the power of modern CX apps with the full capability of VantageCloud and gain a 360-degree view of your customers to create more meaningful engagements and deliver better experiences.

What You Get



Better Customer Experiences

Create more targeted interactions based on customer preferences and intentions.



Agility

Help business teams move more quickly and independently.



Performance

Reduce operational effort and increase productivity.

Key Use Cases

For IT and data teams:



Zero Data Latency

Eliminate traditional data pipelines to enable real-time decision-making.



Governance at Scale

ActionIQ and Teradata provide data access to business teams with centralized governance.



Worry-Free Integrations

No more full-time resources spent on building and maintaining ever-changing integration requirements.

For business teams:



Acquisition

Future-proof your acquisition marketing strategy to reduce customer acquisition cost (CAC).



Loyalty

Drive conversion, increase purchases, and maximize customer lifetime value.



Retention

Predict and prevent customer churn. Re-engage and win back lost customers.

How We Do It



Enterprise Scale & Security

ActionIQ's composable design pushes queries into VantageCloud for the best of both worlds.



Self-Service Access

Give business teams direct and controlled access to data, enabling them to self-serve their use cases.

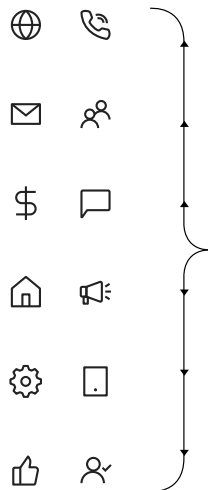


Omni-Channel Orchestration

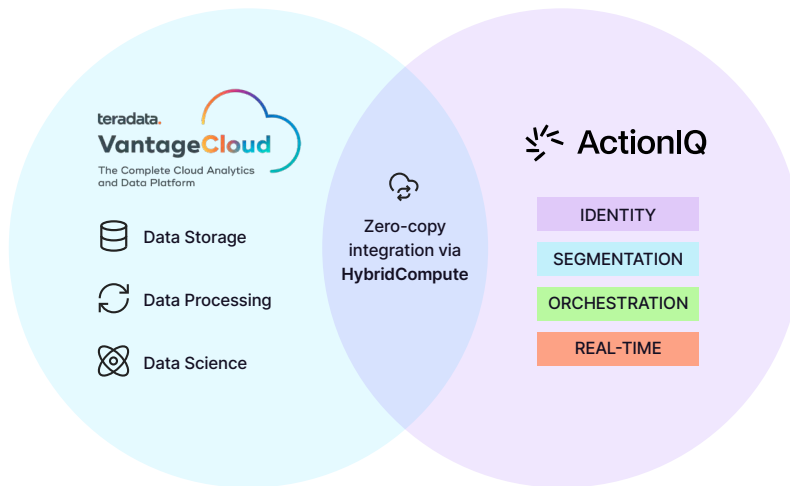
Seamless and scalable integrations with owned and paid channels.

How It Works

IT & Data Engineering

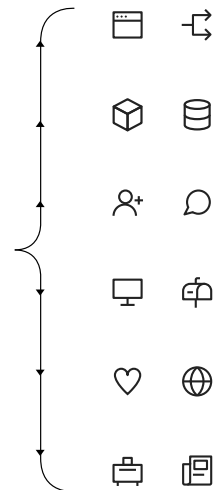


Data Sources







Enable business activation of data within secure IT infrastructure

Business Teams



Marketing Channels

TERADATA VANTAGECLOUD	 HybridCompute Enable a zero-copy architecture via native reverse ETL.	ACTIONIQ
 Data Storage Create a single, centralized source of customer data truth.		Identity Resolve identities across anonymous and known customers, respecting privacy regulations.
 Data Processing Leverage scalable Teradata compute power for any request.		Segmentation Scale customer segmentation speed and intelligence across teams.
 Data Science Quickly build, deploy, and operationalize models with ClearScape Analytics™.		Orchestration Drive results across the entire customer lifecycle.

Real-Time Experiences Power every interaction with speed and intelligence.
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ActionIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams extend and enhance existing technology investments to manage data governance, costs and performance.

Learn more at actioniq.com



Teradata is the connected multi-cloud data platform for enterprise analytics company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. Learn more at Teradata.com