

Solution Brief

InfiniteCompute



Unbundle your Customer Data Stack with InfiniteCompute

ActionIQ's InfiniteCompute technology gives IT teams unlimited scalability for customer data operations and full control over where data lives and is queried.

What You Get



Power

Auto-adjust and auto-scale for any workload in real time with unlimited computation power.



Control

Choose where data is stored and queried to improve security and fit existing technology investments.



Performance

Reduce operational effort, increase productivity and cut down on unnecessary technology costs.

How We Do It



Scalable Infrastructure

Automatically scale computing capacity at query time to handle high activity.



Composable Architecture

Push queries to wherever data is stored using native reverse ETL capabilities.



Increased Efficiency

Execute all queries in parallel and leverage the results using AIQ solutions.

Learn how InfiniteCompute helps you unbundle your customer data stack to reduce operational effort, increase productivity and cut down on unnecessary technology costs.

“When you do the (hard) work of properly implementing a CDP, you’ll find that it pays off in a lot of ways. The level of control we have means that we feel a lot more confident that data is being managed respectfully and responsibly.”

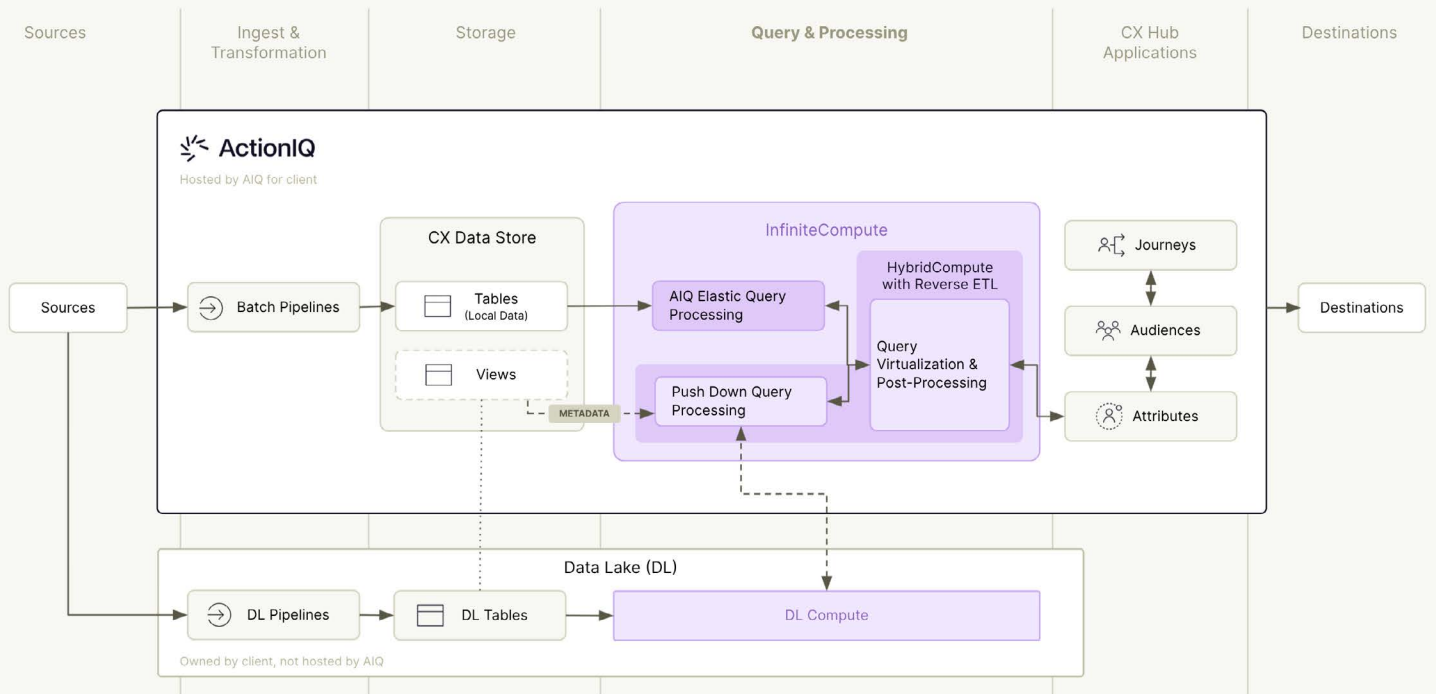


Michael Chiang
Director of Campaign Operations

The New York Times



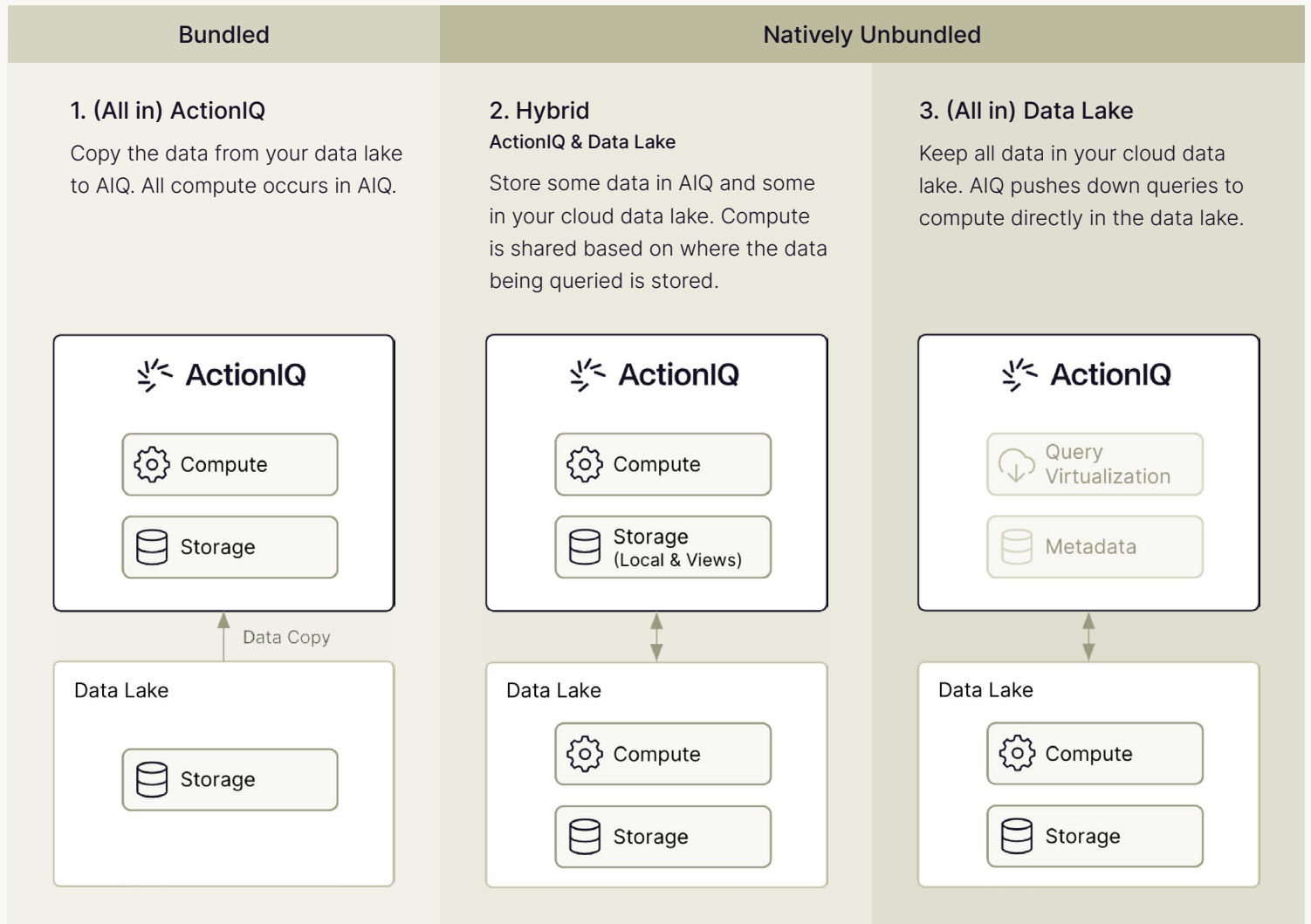
How It Works



The IT Decision: Bundled vs. Unbundled

ActionIQ provides three architecture options, allowing IT teams to decide which approach best suits the needs of the organization.

IT Options

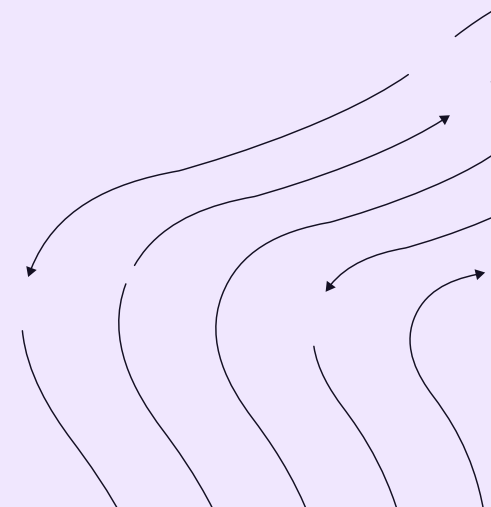


“ActionIQ can sit on top of our data lake and run increasingly large-scale marketing operations for us, which has been a real sore spot for us historically.”



Nick Rockwell
Former CTO NYT

The New York Times





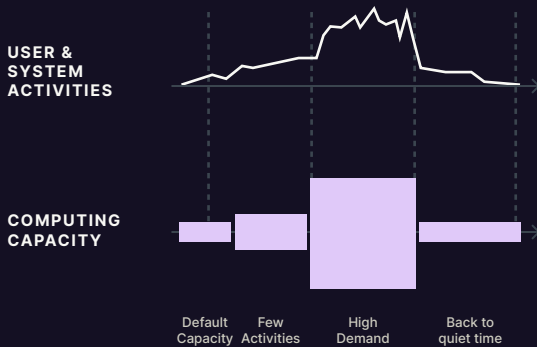
InfiniteCompute Functionality

InfiniteCompute provides unlimited computation power to your users and systems, helping teams focus on driving better results, not navigating technology limitations.

How We Do It

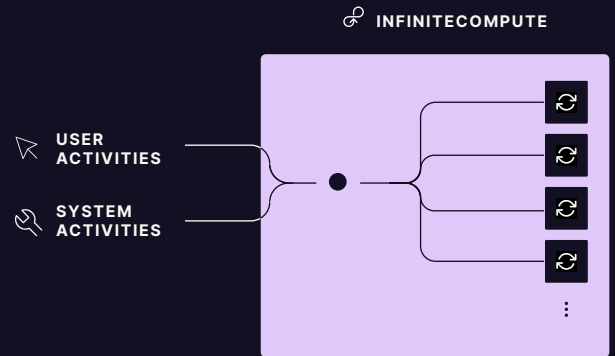
Elastic Capacity (at Query Time)

Scale computing power up and down automatically based on activities.



Parallel Execution

Execute all queries at the same time instead of waiting for others to finish.

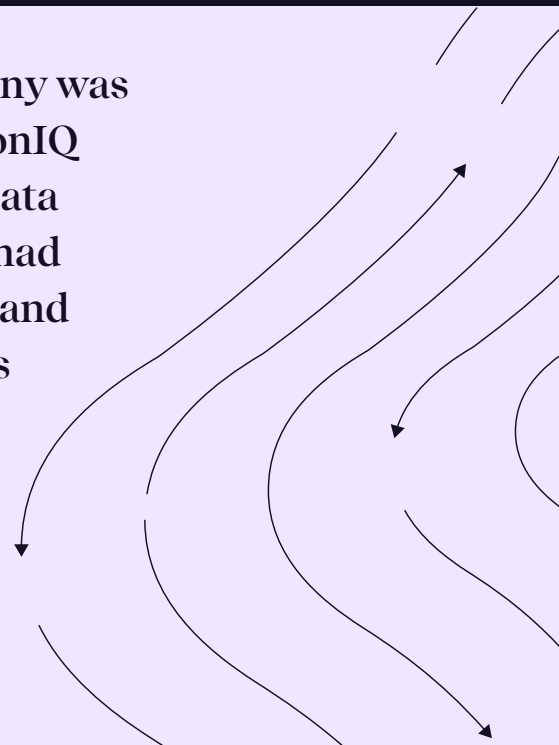


“From the Data Engineering perspective our company was able to load millions of customer records into ActionIQ from a variety of structured and semi-structured data sources in a matter of days. Prior to using AIQ, we had various data silos sitting across our Postgres, Hive and S3 data lake stores and each silo had its own access and integration patterns.”



Alexei Naumann
Former Data Engineer

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HybridCompute Functionality

HybridCompute, a feature of InfiniteCompute, natively supports an unbundled CDP deployment and provides full control over where to access and query data via native reverse ETL capabilities.

How We Do It



Query Virtualization & Post-Processing

Translate user-friendly UI requests into SQL queries. Make cross-platform query results accessible in AIQ.



Reverse ETL

Connect directly with the data lake and push down SQL queries to be executed in the data lake.



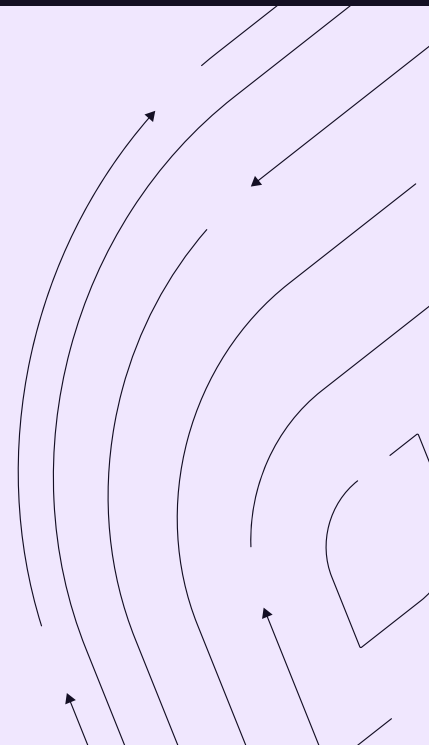
Activation

Activate results directly to ActionIQ CX Hub or third-party applications.

“With ActionIQ it’s been unbelievable for us because I now have business users on the platform as opposed to data engineers needing to pull things together into jobs. We’re faster. And we can certainly do a lot more at scale. Our automation obviously has been light-years from where it was even just two or three years ago.”



Greg Shelly
VP Enterprise Digital Marketing





AIQ 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 regain control of where data lives and how it's used.

Learn more at actioniq.com

