

Solution Brief

ActionIQ HybridCompute

Compose your Customer Data Stack with HybridCompute

Give IT teams unlimited scalability for customer data operations and full control over where data lives and is queried.

What You Get



Maintain Control

Choose where data is stored to improve data security.



Optimize Cost

Control the source of cost by defining where data is queried.



Increase Performance

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

How We Do It



Zero Copy Architecture

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



Warehouse Agnostic

Connect to your existing IT infrastructure.



No Code UI

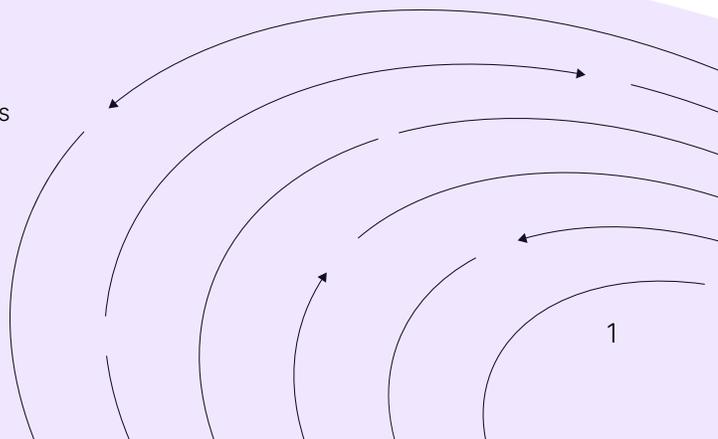
The same, easy-to-use interface for marketers and business users — no matter where data is stored.



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

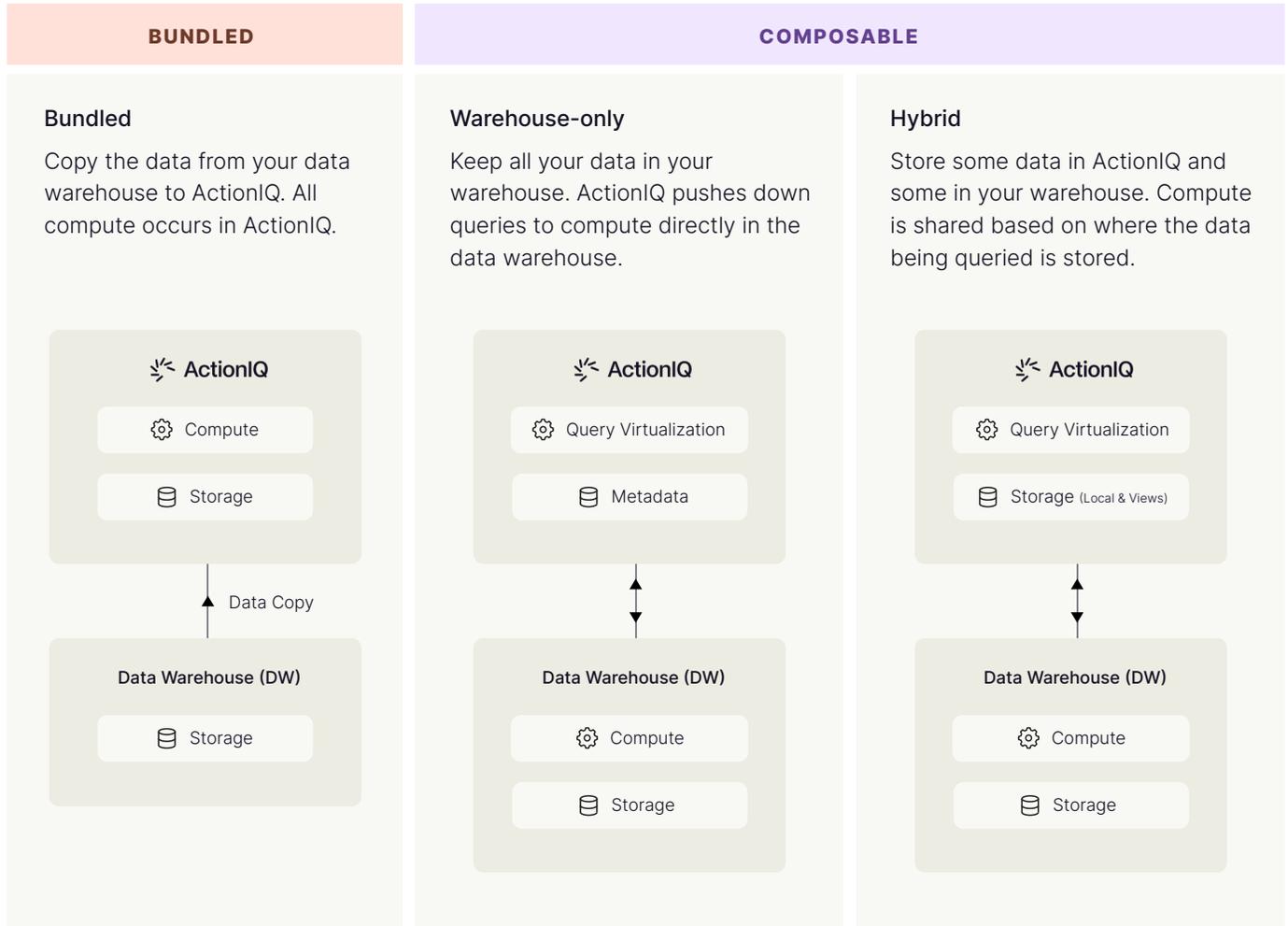
Composable CDP Definition

A composable CDP enables a zero-copy architecture with capabilities to eliminate local storage of data copies. The warehouse agnostic approach gives flexibility for teams to select their preferred cloud infrastructure while providing business teams with an advanced no-code interface.



The Architecture Choice is Yours to Make

ActionIQ provides three architecture options — allowing IT teams to decide the best approach for their organizations.



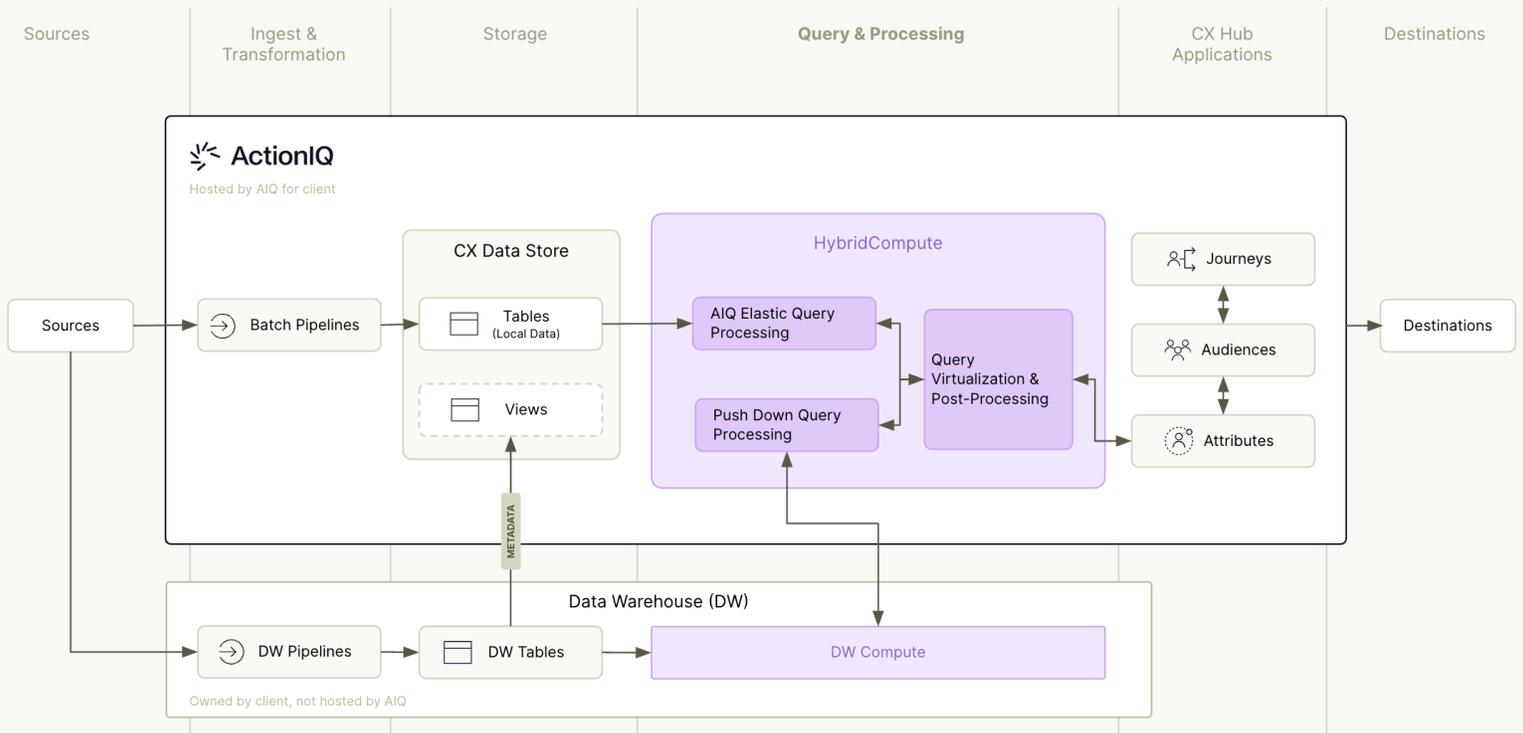
“Our data engineering teams have spent three years of effort aggregating customer data into our data warehouse in a very standardized organized manner. We don’t want to have to start over. Being able to leverage reverse ETL processes with ActionIQ to get that standardized data back into CDP gives us the speed to kickstart our marketing objectives like audience segmentation, journey orchestration and becoming more omnichannel. This has been very effective for us.”



Sravan Gupta
Senior Manager of GTM Systems



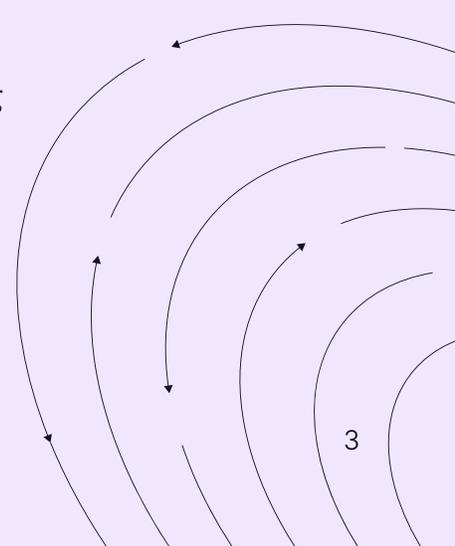
How It Works



“Brands are realizing that your CDP strategy frankly has to be an extension of your data strategy rather than a silo in itself. Having access to all of the data that would sit in your data lake or data warehouse is super important. Marketers want the flexibility to bring in any and all data.”



Steve Sobel
Global Industry Leader for Media & Entertainment





HybridCompute Functionality

HybridCompute natively supports a composable CDP deployment and provides full control over where to access and query data via native reverse ETL capabilities.

How We Do It Better



Cross-Cloud Query

Access and query data from more than one cloud.



Identity

Resolve your customer identities using first, second and third party data, across anonymous and known users.



Real-Time

Connect your warehouse to real-time infrastructure powering CX.

“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.

[Get in touch](#) with our experts to learn more.

