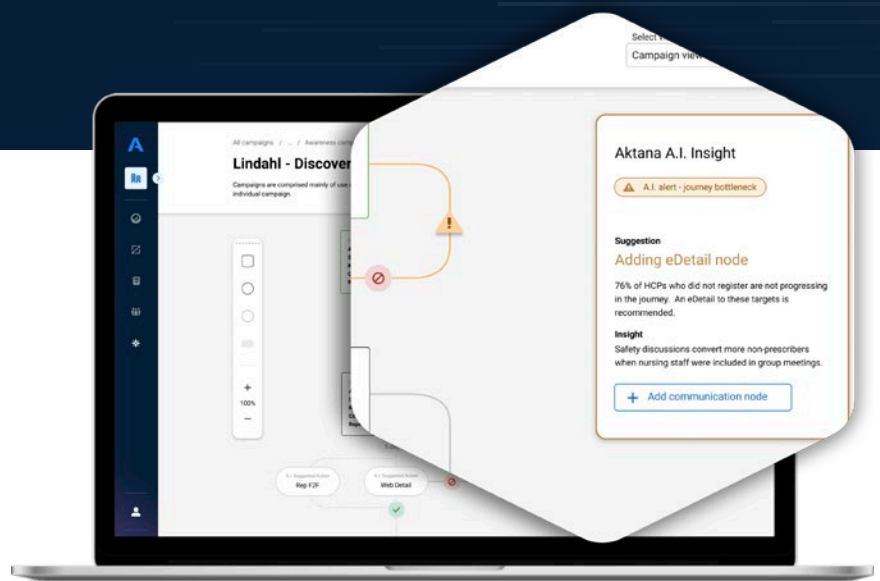# AKTANA

Aktana Platform

Deploy and scale without constraints from data sources or integrations

Aktana's enterprise-grade SaaS platform integrates all data sources, analytics and third-party systems while embedding the latest security technology to keep data safe. Aktana connects the individual pieces of your commercial tech stack to ensure the entire omnichannel ecosystem runs smoothly and scales easily.

Integrate your intelligence ecosystem

Transform individual investments in data and tools into an integrated, AI-fueled system that's more powerful than the sum of its parts.

Connect your tech stack
Embed intelligence across the omnichannel ecosystem with native integrations for your marketing automation platform, customer data platform, CRM, data warehouse and other key systems.
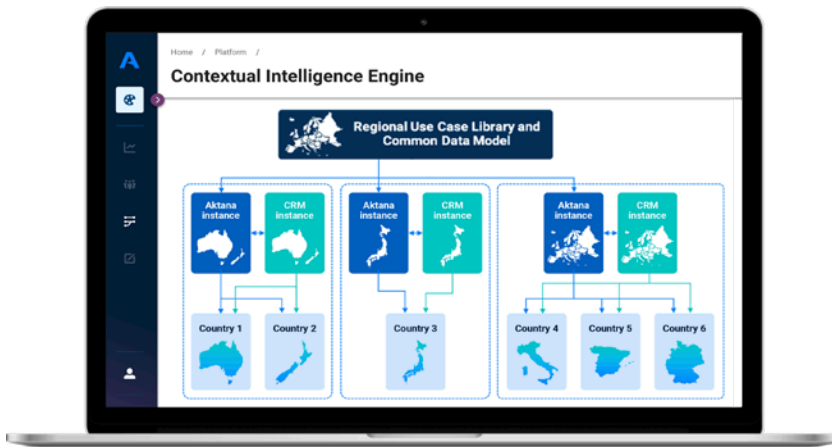
Integrate any data source
Incorporate any kind of raw or processed data, including in-house analytic models, using standardized transformation templates.

Publish anywhere
Publish suggestions and insights into whatever channels and applications your teams engage with most using out-of-the-box APIs.

Deploy regionally.
Scale globally.

Aktana eliminates the problem of supporting multiple brands, franchises and geographies with disconnected technologies. Deploy across regions with a common instance that enables the centralized management of campaigns, use cases and data mapping.

Efficiently localize deployments

Adapt global templates with lightweight localization workflows to deliver insights in any language or country from a single location—without losing regional compliance and nuance.

Streamline management costs

Reduce management costs and accelerate time to value across brands and franchises with Aktana's modular architecture.
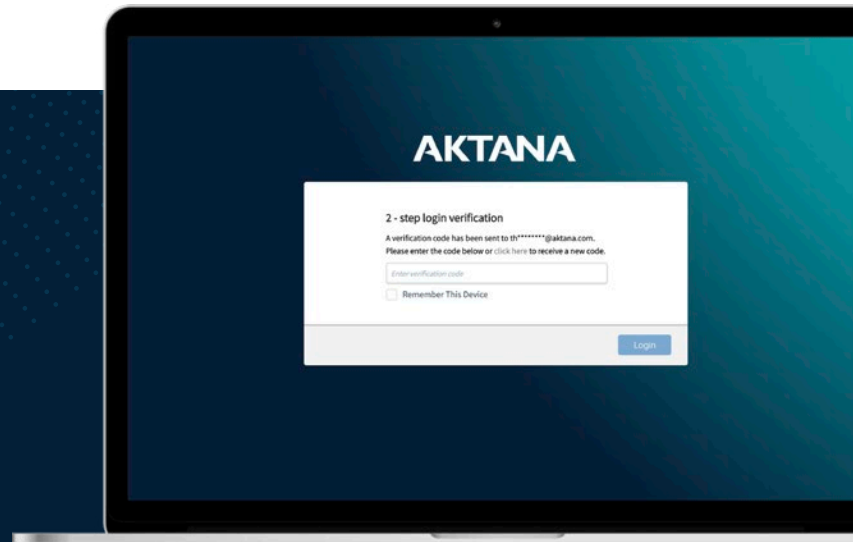
Maintain a global micro-journey library

Ensure any use case created to meet local requirements remains globally accessible for future deployments.

Protect IP and privacy with enterprise-ready security

Protect IP, privacy and other valuable data assets with compliant, enterprise-ready security, multi-factor authentication, and access monitoring and auditing.

Ensure privacy and compliance

Leverage a global secure cloud infrastructure to meet regional privacy compliance requirements such as GDPR and China's Personal Information Protection Law.
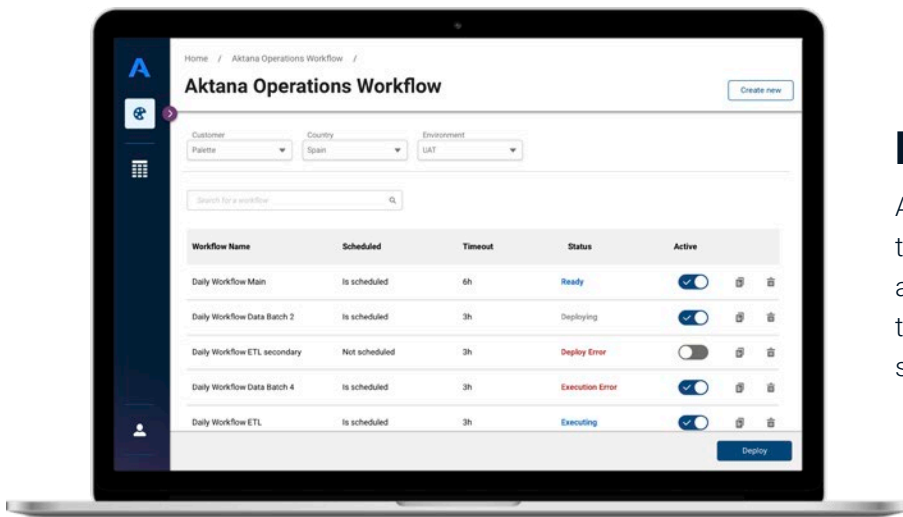
Provide enterprise-class access

Employ multi-factor authentication (MFA) and single sign-on (SSO) to comply with the enterprise security standards of your organization.

Safeguard IP with access monitoring

24/7 access monitoring and auditing identifies any activity that deviates from normal behavior within your data environment.

Easy to manage and maintain

Aktana's workflow management toolkit allows IT teams to easily leverage out-of-the-box connectors and standardized data pipelines to coordinate the many interdependent workflows that drive a successful end-user experience.

Reduce operational risk
Streamline the configuration and orchestration of data processing, ingestion and delivery with UI-driven management tools.

Scale infrastructure on demand
Adapt the platform to fit your needs as they arise. Add brands, new data sets, AI models and more without sacrificing processing speed.

Monitor data pipelines
Detect subtle shifts in data quality and integrity for both inbound and outbound pipelines before they impact machine learning performance.

Amplify the value of your AI and analytics for rapid, scalable global deployments.

Contact our team to see what Aktana can do for you.

www.aktana.com   1.888.707.3125   sales@aktana.com