



Maximize your Snowflake investment by building a composable customer data stack and integrating ActionIQ CX Hub with your Snowflake Data Cloud via native reverse ETL.

What You Get



Control

Reduce risk by choosing where data is stored and queried to improve security and fit existing technology investments.



Performance

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



Revenue

Grow revenue by allowing business teams to take action on customer data to drive CX.

Key Use Cases



Composable Architecture

Build a composable stack and innovate with new capabilities added overtime.



Lower Pipeline Management Cost

Creation and maintenance of complex data pipelines is not required.



Governance at Scale

ActionIQ provides data access to business teams, with centralized governance from IT.

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

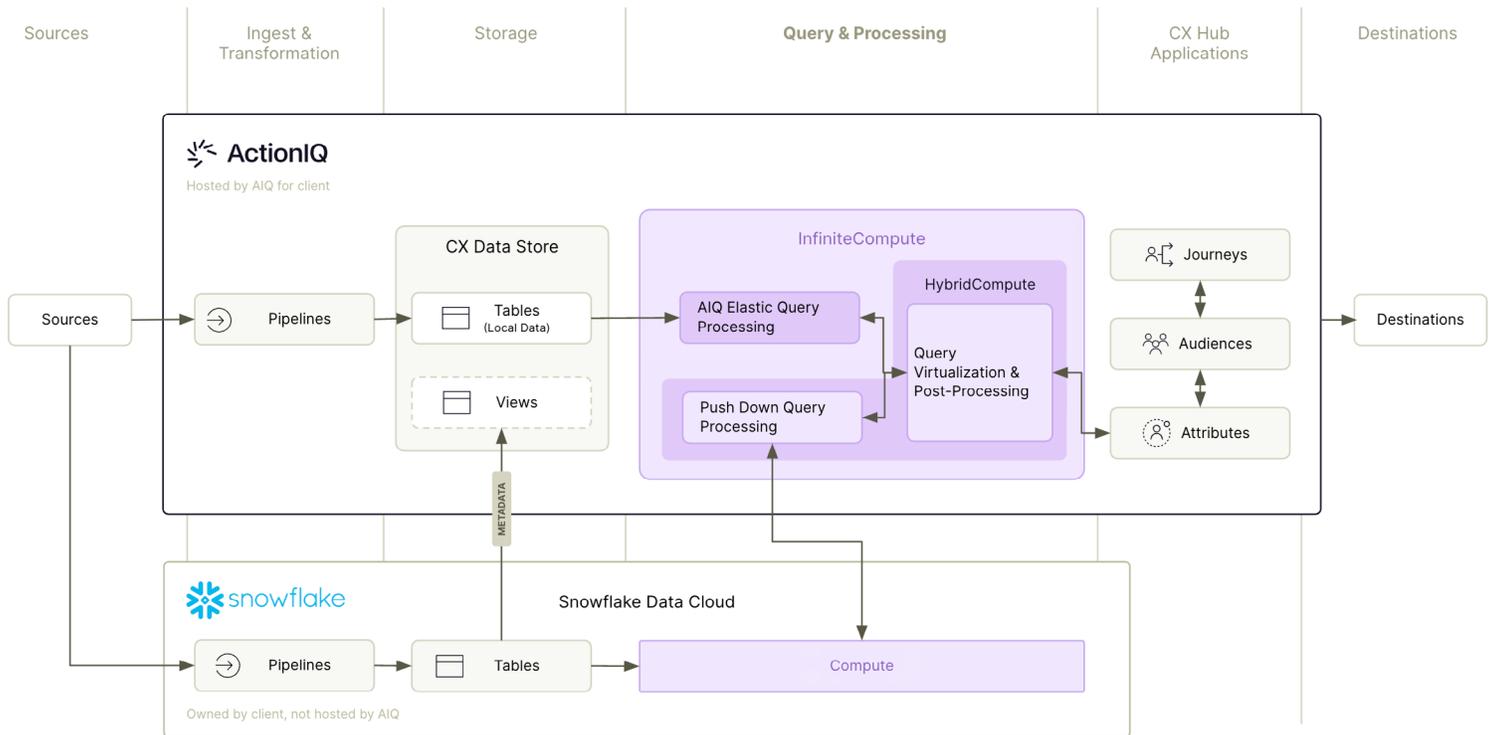
Connect directly with Snowflake and push down SQL queries to be executed in the client's environment.



Activation

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

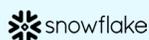
How It Works



“ The core idea behind the Snowflake Data Cloud is to break down data silos and become the single source of truth for your organization’s data. The partnership with ActionIQ allows companies to activate their customer data on Snowflake’s platform for use-cases like customer 360 and audience segmentation.”



Tarik Dwiek
Head of Technology Alliances





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.



Snowflake delivers the Data Cloud — a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake's platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, application development, and collaboration. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud.

[Snowflake.com](https://www.snowflake.com)

