# Amperity &

INTRODUCING THE FIRST

Lakehouse CDP

Build a composable tech stack around your data lakehouse
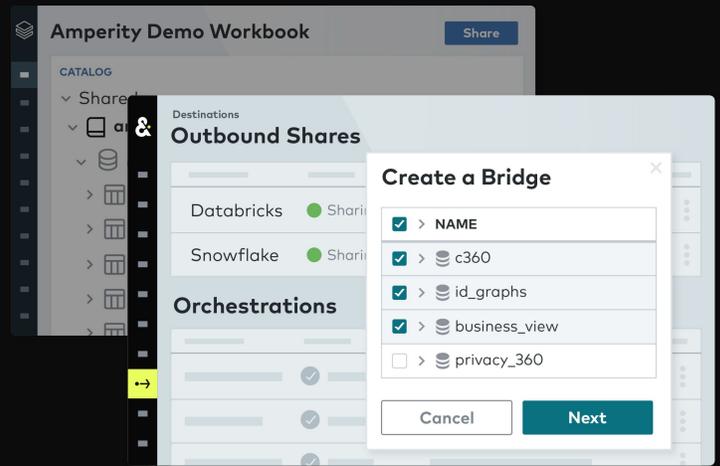
Plug A CDP Into Your Lakehouse To Enrich And Activate Data Without Replication

Automate Identity Resolution

Easily maintain high data quality in your lakehouse. Unify raw customer data and produce a stable, universal identifier with AI-powered identity resolution.

Build Data Assets Quickly

Quickly shape data for activation. Leverage pre-built industry and use case data assets that can be easily shared with and enriched in a lakehouse.

Sync Enriched Data Anywhere

Effortlessly activate high-quality data from Amperity with native reverse ETL tools or share with a lakehouse for further enrichment and activation.

Keep Data Secure and Flowing

Safely share data between a lakehouse and Amperity without replication to track every data transformation and get advice on how to resolve customer data errors.

55%

Improvement in accuracy of customer profiles from deduplication*

$1.6M

Average **productivity gains** by automating time-consuming data consolidation tasks*

15%

Increased revenue per email due to improved personalization**

80%

Productivity improvements for ongoing customer data management**

"With Amperity Lakehouse CPD we have **access to all our data** and **less ETL complexity** in all. Now we are confident that everyone at Virgin Atlantic has access to accurate data used through Amperity for marketing purposes."

virgin atlantic

Tom Barber, Head of Data

Amperity Bridge

Enable zero-copy data sharing to and from a data lakehouse

Diagram: Web, Mobile Events, ETL, Server Events → Amperity Bridge / Data Lakehouse (AI/ML) → Customer Engagement (braze, attentive, cordial, LISTRAK), Paid Media (amazon ads, TikTok, CRITEO, theTradeDesk, Google, Meta), Analytics
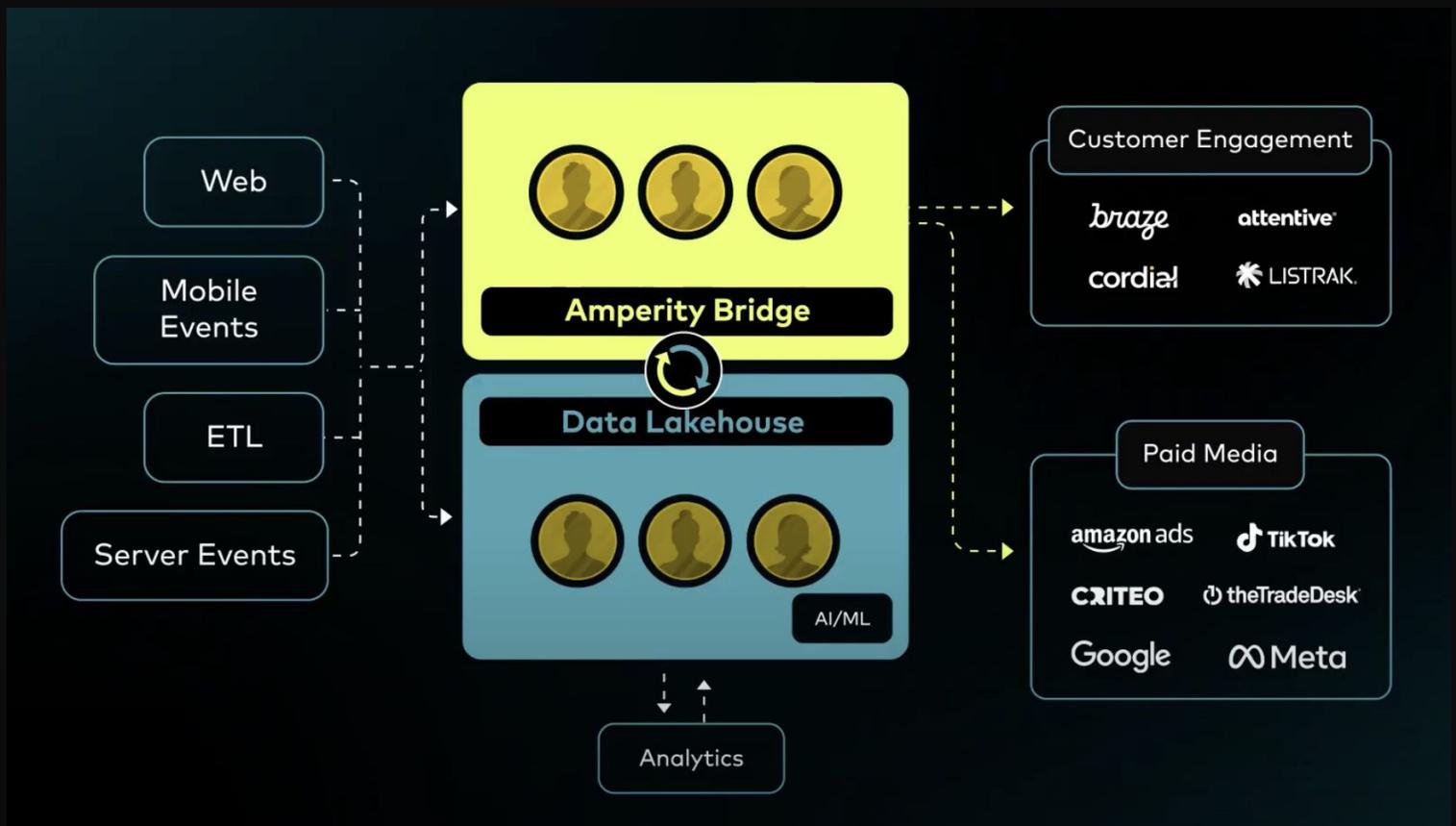
"It was surprisingly smooth to set up the bridge to Databricks data!
This is the exact data. Now I am 15x more productive."

- Data Engineer, Caleres

AI-Powered Data Enrichment And Improved Governance With Amperity Bridge

Fast Setup

Connect Amperity to a lakehouse in minutes using sharing keys instead of integrations. Accelerate time-to-value by gaining access to view and shape data quickly.

Zero Copy

Control access to shared tables without replicating data across platforms. Save time building pipelines and save money by only storing data in a single place.

Scalable

Enrich massive volumes of data quickly since data is not moved or transformed from where it resides. Model customer data directly in the lakehouse or Amperity.

Live Data

View customer data at rest in each environment through a shared catalog. Start exploring and querying data without waiting for refreshes or updates.