



**activa**

GOOD DATA FROM THE START

## About Aqtiva

Aqtiva is the first 'intake data quality' platform on the market. It is open to any database technology. It is scalable and non-invasive. It is applicable to both Real Time / Near Real Time and Batch processes. Aqtiva is executable both in on-premises and cloud, or multicloud environments.

Historically, it was the norm for organizations to believe that the quality of data in BigData environments were not relevant or necessary. It was believed that one could get good results from the exploitation of data without caring about quality.

Once it was detected that the information obtained was carrying errors due to the poor quality of data, an attempt was made to alleviate the issue by profiling data. This significantly increased the cost of improving the quality, adaptation, and maintenance of the data.

This became more relevant with respect to streaming data processing, in real-time or similar, especially in the artificial intelligence environment. To put it simply, there is no time to profile, correct or modify data.

The time between data ingestion and consumption is kept to a minimum. If the data is a bad load of data, it will be consumed badly. If a business relies on analytics based on poor quality data the consequences can be devastating. This can lead to marketing campaigns with the incorrect targets, mismatches in the production or supply chain, the incorrect movement of robots, as well as other errors in planning, forecasting and simulation.

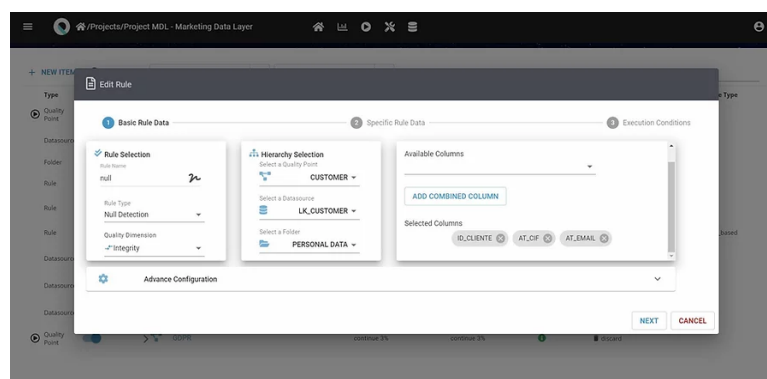
## Why choosing Aqtiva's Data Quality Platform?

Aqtiva helps you add quality points at the very beginning of your data processes and ETLs to make sure all your data is clean and useful.

We ourselves, have struggled to perform data-cleansing tasks and applying data governance to our projects. Aqtiva was born as a solution to these complexities. Aqtiva's power is in its simplicity and user-friendly interface. Aqtiva will save you the engineering hours that are usually spent when applying data-quality into data processes.

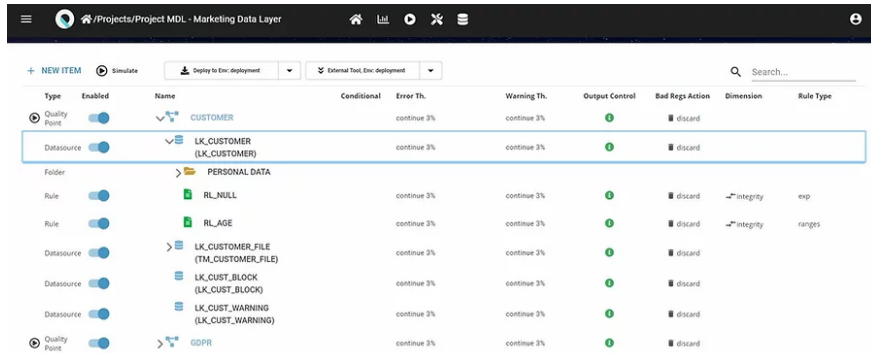
At Aqtiva's platform everything is done with a few clicks. Quality points can be deployed to any ETL or Cloud without having to create a single line of code.

You will be able to re-use your data-quality work by duplicating and sharing quality points already deployed.



Golden record keeping and proper data governance are goals that all successful businesses aspire to achieve. However, businesses often fall short of these aspirations because bad quality data has already infiltrated their storage systems. The process to clean up bad data after it has reached the storage systems is a painful affair.

Aqtiva prevents bad data from ever entering your data storage systems. Aqtiva will enable you to build a quality data culture for your business by deploying quality points across your data processes. This will help your data quality remain consistent, reliable, and stable.



The screenshot shows the Aqtiva interface for a project named 'Project MDL - Marketing Data Layer'. It displays a table of quality rules and data sources. The table has columns for Type, Enabled, Name, Conditional, Error Th., Warning Th., Output Control, Bad Regs Action, Dimension, and Rule Type. The 'CUSTOMER' folder is expanded, showing several data sources and rules.

Type	Enabled	Name	Conditional	Error Th.	Warning Th.	Output Control	Bad Regs Action	Dimension	Rule Type
Quality Point	<input checked="" type="checkbox"/>	CUSTOMER		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard		
Datasource	<input checked="" type="checkbox"/>	LK_CUSTOMER (LK_CUSTOMER)		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard		
Folder		PERSONAL DATA							
Rule	<input checked="" type="checkbox"/>	RL_NULL		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard	integrity	exp
Rule	<input checked="" type="checkbox"/>	RL_AGE		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard	integrity	ranges
Datasource	<input checked="" type="checkbox"/>	LK_CUSTOMER_FILE (TM_CUSTOMER_FILE)		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard		
Datasource	<input checked="" type="checkbox"/>	LK_CUST_BLOCK (LK_CUST_BLOCK)		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard		
Datasource	<input checked="" type="checkbox"/>	LK_CUST_WARNING (LK_CUST_WARNING)		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard		
Quality Point	<input checked="" type="checkbox"/>	GDPR		continue 3%	continue 3%	<input checked="" type="checkbox"/>	discard		

Aqtiva's data-quality performance starts with its KPI dashboard. Aqtiva's dashboard error and warning notifications will inform you which data processes are in trouble, with just a single glance.

The dashboard allows you to dive into your system, giving you valuable insights about your data, gain information on trends and develop concrete rules. The dashboard also enables you to export all logs and files with errors. You can share them with colleagues or vendors to enforce data-delivery SLAs.

Moreover, if you are looking to close the gap between engineering and business users, Aqtiva's basic operations are designed to be used by non-engineering profiles. In addition, the collaboration capabilities will enable you to involve business users into data-quality and governance.

Many of our clients are using Aqtiva to go one step further, by empowering businesses to define their own quality points and rules. This gives our clients the ability to focus and gain an accurate idea on what is important. We believe that this is a step in the right direction for many organizations.

Finally, Aqtiva meets industry security and privacy standards and the platform participates in regular third-party audits. Aqtiva is GDPR compliant. Data is encrypted during transit and while at rest, ensuring that your data is safe and secure.

Convenient login and signup: Aqtiva has a single sign-on with our top providers.

Lastly Aqtiva is SOC II Type 2 compliant regarding its infrastructure. This guarantees our customers strict privacy, confidentiality and the ability to enforce our security policies.

## Designed for different needs and environments

### **Small teams**

Are you going solo with data management in a project or small organization? Apply data quality to achieve peace of mind. You can monitor everything in Aqtiva's real-time dashboard. If it is detected by our systems that bad data has been sent to your data processes, Aqtiva will spot it and prevent it from mixing with the clean data that you have in your data storage.

### **Medium-sized teams**

Aqtiva will help you implement data quality swiftly and with no extra engineering hours. Your data team will work more efficiently, as Aqtiva will provide an accurate and clear picture of all data processes and their quality.

Aqtiva will have your business using clean data right from the moment you start using it, saving your team hours of valuable time.

### **Large teams**

Good governance is key for any big organization. Choosing Aqtiva will help you structure all your departments and data initiatives in our project directory.

If your company is working with several clouds, clusters and ETL tools, you will be able to switch deployment options with two-clicks, unifying everything in a real-time dashboard.

Aqiva was created to provide solutions to the issues surrounding data quality. An error at the source can generate expensive errors at the destination. Aqiva seeks to provide assistance to businesses in environments that process information in real-time and where owners of the information do not have time to verify the quality of the information.

Based on machine learning, Big Data and predictive analytics algorithms, Aqiva provides data quality management at the intake time. This provides a real-time data quality and auditory mechanism for any information processing system.

Shareholding Structure

Grafico Aqtiva.png