HCL CDP **Vs.** ActionIQ
Features comparison

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Feature	HCL CDP Strengths	ActionIQ Weaknesses
Deployment	Offers flexible deployment options, including cloud (multi-tenant or single-tenant), onpremises, and hybrid. This allows organizations to meet specific IT or data residency requirements. For example, organizations can keep sensitive data on premises while leveraging cloud resources for scalability. This flexibility is a key differentiator for organizations in regulated industries or those with data sovereignty concerns.	Cloud-based SaaS solution only, hosted on AWS. Offers data residency options through flexible data storage configurations. While ActionIQ itself runs in the cloud, it can be configured to integrate with a client's existing cloud data ecosystem (e.g., running within a client's virtual private cloud or connecting via private links) to meet security and compliance needs.
Data Ingestion & Integration	Supports a wide range of data sources and offers pre-built connectors for common systems. Provides a data pipeline for managing data flow and transformations. Data can be ingested via APIs and batch uploads, with support for real-time feeds where needed.	Supports real-time and batch data ingestion. Offers a composable approach to data integration, allowing you to connect directly to your existing data warehouse. This flexibility allows for efficient data management and minimizes unnecessary data movement.
Identity Resolution & Customer Profiling	Builds a unified customer profile by analyzing and resolving identifiers across all touchpoints. Primarily uses deterministic matching. HCL CDP assigns unique IDs to anonymous users to track them until they can be identified, linking behaviors across sessions/devices when possible.	Unifies data into a single customer view, including both known and anonymous identities. Leverages a robust identity resolution engine with deterministic and probabilistic matching. ActionIQ can also integrate with external identity graphs or vendors if needed.
AI-Driven Insights & Automation	Includes embedded AI/ML models to enhance marketing outcomes, such as predicting the best channel and next best experience for each customer. Enables automated customer journey steps and campaigns. The platform also supports predictive analytics use cases (e.g., propensity scoring, churn likelihood) by allowing predictive modeling on the unified data.	Offers AI-enabled features, including identity resolution and predictive modeling. Provides analytics and reporting on customer data and campaign performance. ActionIQ supports integrating predictive models into the audience building process, allowing for more precise targeting and personalized experiences.
Personalization & Campaign Execution	Built for real-time personalization and omnichannel activation. Can feed unified audience segments and recommendations to various marketing tools. HCL CDP activates data across multiple channels and touchpoints, ensuring consistent messaging and sequencing across all online and offline channels.	Designed for in-the-moment personalization and omnichannel activation. Connects with a wide range of marketing tools and platforms. ActionIQ's Journey Management module enables the building of multi-step customer journeys with branching logic, allowing marketers to design and automate sophisticated cross-channel campaigns.

Pricing & Scalability	Offers flexible pricing options, including subscription, perpetual, and usage-based models. Scalable to enterprise workloads and can handle large numbers of customer profiles and high data ingestion rates. HCL CDP is built to scale to enterprise workloads, especially when deployed on robust hard-ware or cloud infrastructure.	Premium pricing based on factors like the number of customer profiles and event volumes. Highly scalable and can handle large data volumes and audiences. ActionIQ's backend dynamically scales computing power to meet workload demands, ensuring optimal performance even with massive datasets and complex campaigns.
Ease of Use & UI	Designed for both marketers and data teams. Provides a user-friendly interface with tools for segmentation and data flow management. The platform's UI consolidates customer data and insights in one place, making it intuitive for marketers to navigate.	Known for its user-friendly interface for marketers. Offers a visual, point-and-click interface for creating segments and journeys. ActionIQ is designed to be a self-service tool for marketers, reducing reliance on data engineers for day-to-day tasks.
Support & Ecosystem	Offers enterprise-grade support with various channels, including email, phone, and live support. Integrates well with other HCL products and offers a growing ecosystem of third-party connectors. HCL also provides professional services and consulting for implementation if needed.	Provides dedicated support and customer success programs. Has a rich ecosystem of technology partners and integrations. ActionIQ's customer success managers work closely with clients to ensure successful onboarding and ongoing optimization.