



Tealium DataAccess

Build and access a unified customer dataset to audit and validate data, analyze for operational and performance insights, and fuel enterprise data ecosystems



Tealium DataAccess scales the value of your customer data investments by capturing a unified and enriched customer dataset for auditing, validation, reporting, and fueling your enterprise data ecosystem. DataAccess is a managed data lake and data warehouse storing your cleansed, correlated, and enriched customer data streamed by the Tealium Customer Data Hub. Now with embedded business intelligence through Tealium Insights for reporting, DataAccess is a rich store of customer data ready for further auditing, analysis, and usage.

Why do our customers love DataAccess?



Extend the Value of Customer Data Managed Through the Tealium Customer Data Hub

- Capture and store the dataset created by Tealium to use it for other purposes
- Use unified data as a consistent, enriched data source for other enterprise systems
- Fuel other data warehouses and lakes, AI or ML projects, custom-built analytics tools, or other applications



Improve Visibility Over Customer Data Operations and Performance with Tealium Insights

- Operational reports available out of the box using default Tealium attributes
- Business intelligence capabilities to build custom reports and dashboards on any data you choose to store
- No-code and low-code report building to enable business users and analysts for more custom analysis



Audit Customer Data Practices and Validate Data Found in Other Systems Across Your Tech Stack

- Audit a complete copy of the data managed through Tealium for compliance or troubleshooting
- Validate data found in other systems to ensure data is flowing accurately
- Use reporting and dashboards to ease monitoring and speed insights

Key Features

Templated and Custom Reporting Through Tealium Insights

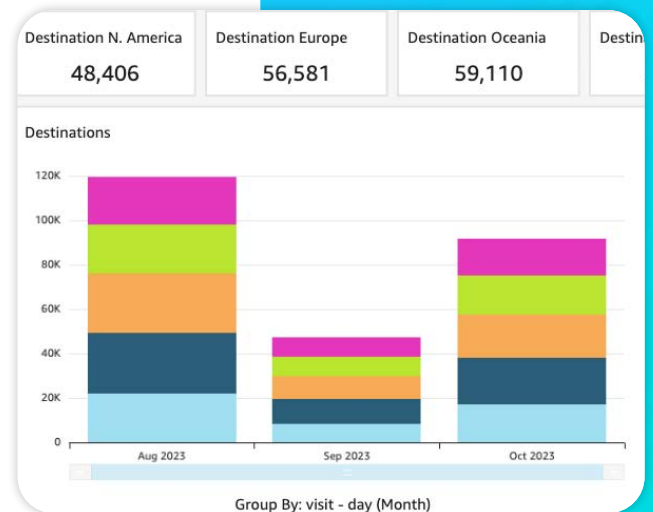
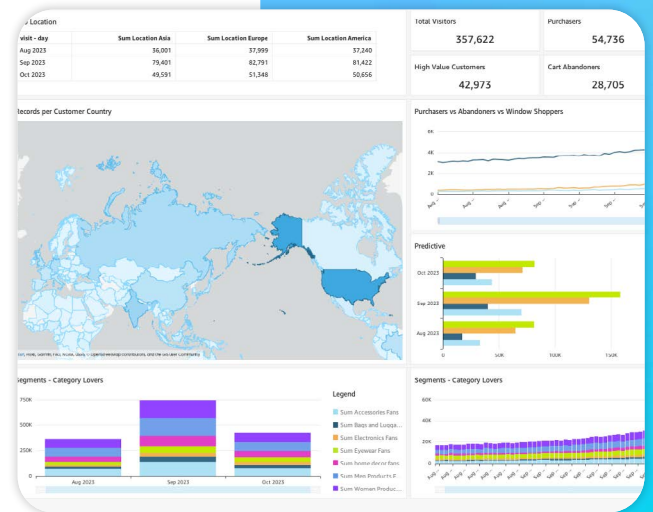
Our new version of DataAccess comes with built-in business intelligence at no additional cost. Bringing a business intelligence tool to where you manage real-time data activation for CX purposes means that you get increased agility looking into your data without requiring any additional data wrangling. Spot operational issues and get more visibility into the value of your customer data operations.

Bring Your Own Data to Any Tool

Don't start over; start smarter. Your existing investments in customer insight technologies and customer engagement platforms will be more valuable when you leverage DataAccess. All the data available fully complies with industry standards and global collection and storage best practices. Use the storage, engagement and visualization tools you already have or investigate new ones whenever you like. Tealium is 100% agnostic when it comes to the tools you choose to use.

Built for the Enterprise

DataAccess is business-friendly and developer-powerful. Use no-code user interfaces for less technical resources or more powerful developer tools for customization. All teams benefit from consistent, uniformed data to achieve broad objectives. It also includes enterprise-grade reliability, administration, and support.



“We shifted to using first-party data collected by Tealium DataAccess to better understand our attribution model. This switch solved our third-party reporting models, but we were also able to add additional attribution models and understand how different channels worked together.

- Jason Paddock, Sr Director, Marketing Data & Technology, Oportun

Analyze Data Directly and Integrate with Other Systems of Insight

Get quick insights into operations or the value of customer data management right within the Tealium Customer Data Hub using Insights. You can also integrate this same data with other systems where there's additional value such as fueling customer analytics, populating data warehouses and lakes with rich data, using this data in other applications, and more.

Multiple Storage Formats Supporting How You Want to Store Data

DataAccess comes in four different versions; EventStore, EventDB, AudienceStore, and AudienceDB. This variety of storage formats supports storing data at the event level or customer level, and in a structured or semi-structured format. This means that you'll be able to store data in a way that makes the most sense for your data ecosystem.

Key Benefits

01

Capture and extend the value of your customer data management practices in the Tealium Customer Data Hub

02

Gain insight agility by bringing business intelligence capabilities to the CDP informing customer engagement across your tech stack

03

Use templated or custom reporting to spot operational issues and better communicate the value of customer data management across the organization

04

Enable business and technical roles within your business with insight building that's business-friendly, but powerful enough for more technical analysts

05

Minimize downtime from broken or non-functioning integrations

06

Build custom lists of customers for further analysis or for sharing with other systems like advertising platforms or data clean rooms

07

Capture complete lineage of data for auditing to meet compliance requirements or to validate the data found in other systems in your tech stack

For more information, visit tealium.com