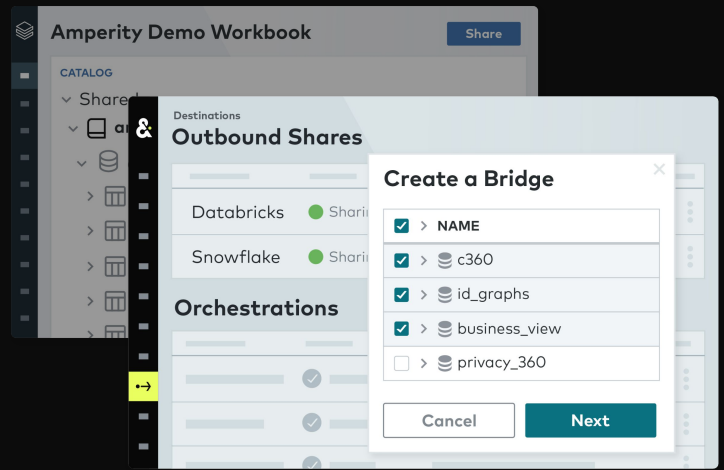# Amperity & databricks

INTRODUCING THE FIRST

Lakehouse CDP

Build a composable tech stack around Databricks

Watch a demo

Plug A CDP Into Databricks To Enrich And Activate Data Without Replication

Automate Identity Resolution

Easily maintain high data quality in Databricks. 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 Databricks.

Sync Enriched Data Anywhere

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

Keep Data Secure and Flowing

Safely share data between Databricks 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**

"The ability to **seamlessly share data** between Databricks and Amperity allows us to **quickly unify and enrich vast amounts of customer data**. By democratising data access, we empower our non-technical users to easily make data-driven decisions. Amperity has enabled us to **maximize the value of our data**, enabling us to focus on delivering exceptional travel experiences."

virgin atlantic

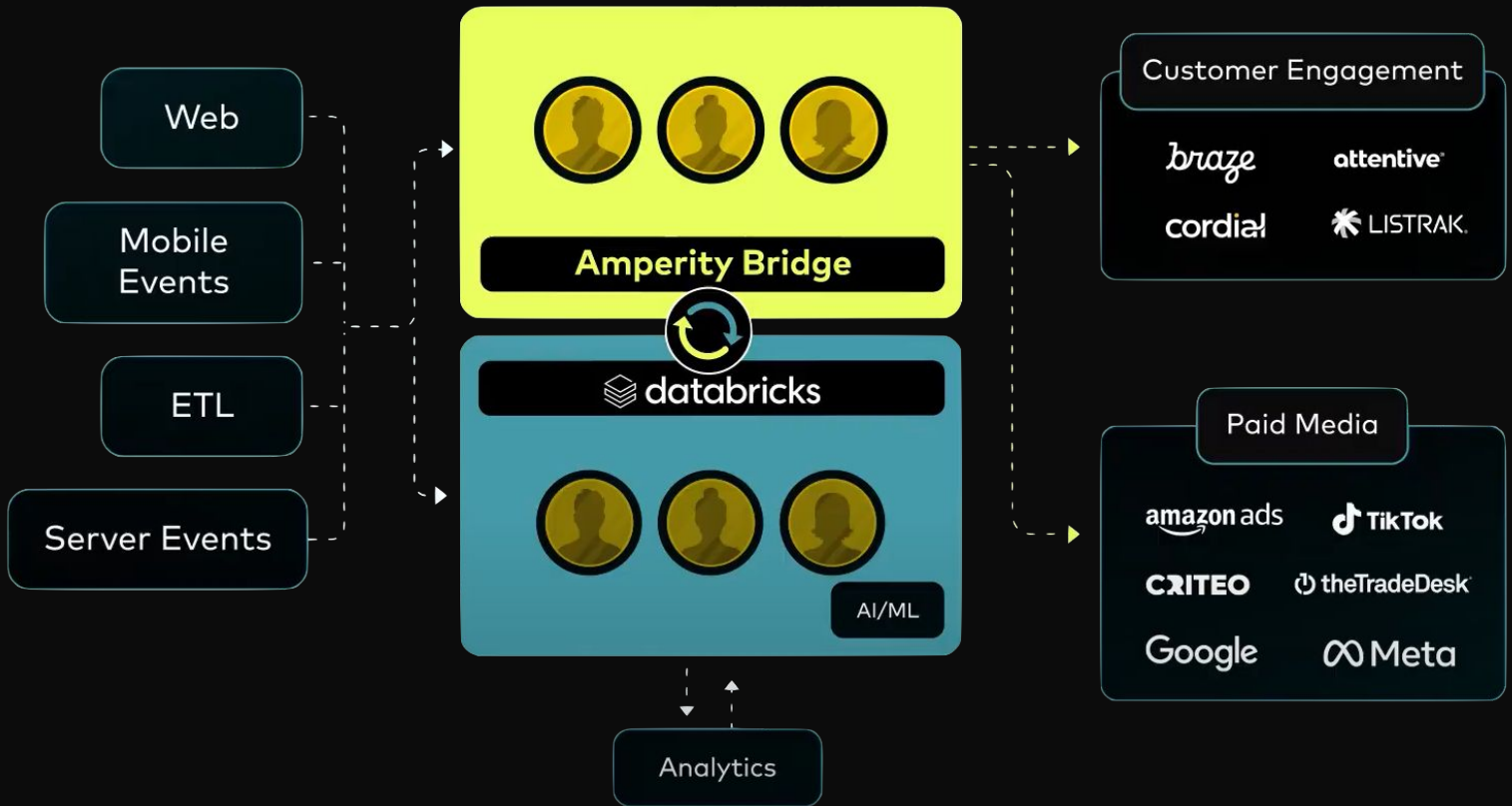**Tom Barber,** Head of Data

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AI-Powered Data Enrichment And Improved Governance With Amperity Bridge

Fast Setup

Connect Amperity to Databricks 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 Databricks 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.

Ready to see it in action? Watch a demo.