

A CDP BUILT FOR DATA TEAMS

Essential value drivers: RudderStack's top five

RudderStack is the alternative to a traditional CDP. We offer a fundamentally different approach for businesses who want to create a solid data foundation to deliver powerful customer experiences. Here's why RudderStack is different:

☐ **Warehouse native**

Control costs, build trust, and simplify compliance by running your CDP on your own infrastructure.

☐ **Complete customer 360 to fuel powerful customer experiences**

Build a unified customer profile with all the relevant data in your warehouse and power use cases for every team.

☐ **Open architecture**

Eliminate data and vendor lock-in so you can respond to changing business needs with speed and agility.

☐ **Streamlined compliance and robust governance**

Streamline data governance across your customer data stack with toolkits for data quality and compliance.

☐ **Purpose-built for data teams**

Integrate customer data into your workflow and get the technical tools you need to ship complex use cases across the entire business.



It's so much easier to build a machine learning model once your designs are driven by clean data, useful user features, and 360 customer views.

Wei Zhou

Director of Data Engineering

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To learn more about RudderStack and how it can help your business, sign up for a [free trial](#) or [request a demo](#) of the platform.