

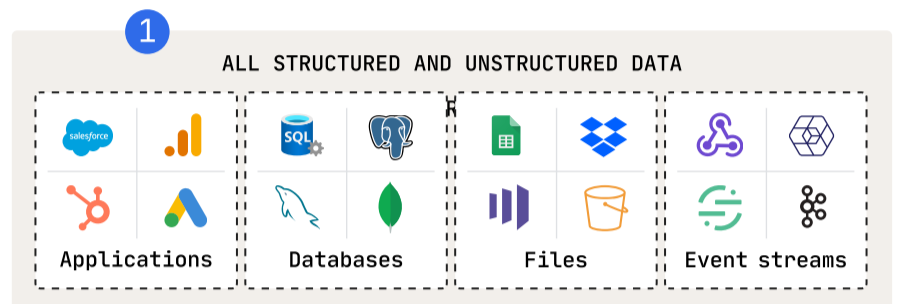
Why the modern data lake is the future

How to integrate data while leveraging unmatched interoperability and flexibility



Modern data lakes support both structured, relational data and unstructured data. Open table formats such as Apache Iceberg and Delta lake bring warehouse-like functionality to modern data lakes: query-ready data, data discoverability, and ACID compliance. Furthermore, open table formats facilitate interoperability with a wide range of complementary tools and technologies, making data lakes the essential centerpiece to any data architecture.

1 Fivetran automates the extraction, loading, and transformation of data from 700+ sources to data lake destinations.



2 The Fivetran Managed Data Lake Service automatically converts data into open table formats, then continuously monitors and maintains updates, merges, and deletes.

3 Data lakes offer near limitless scalability and cost efficiency. Additionally, Fivetran Managed Data Lake Service reduces the cost of ingestion queries. Compared to data warehouses, this amounts to 20-30% lower compute costs.

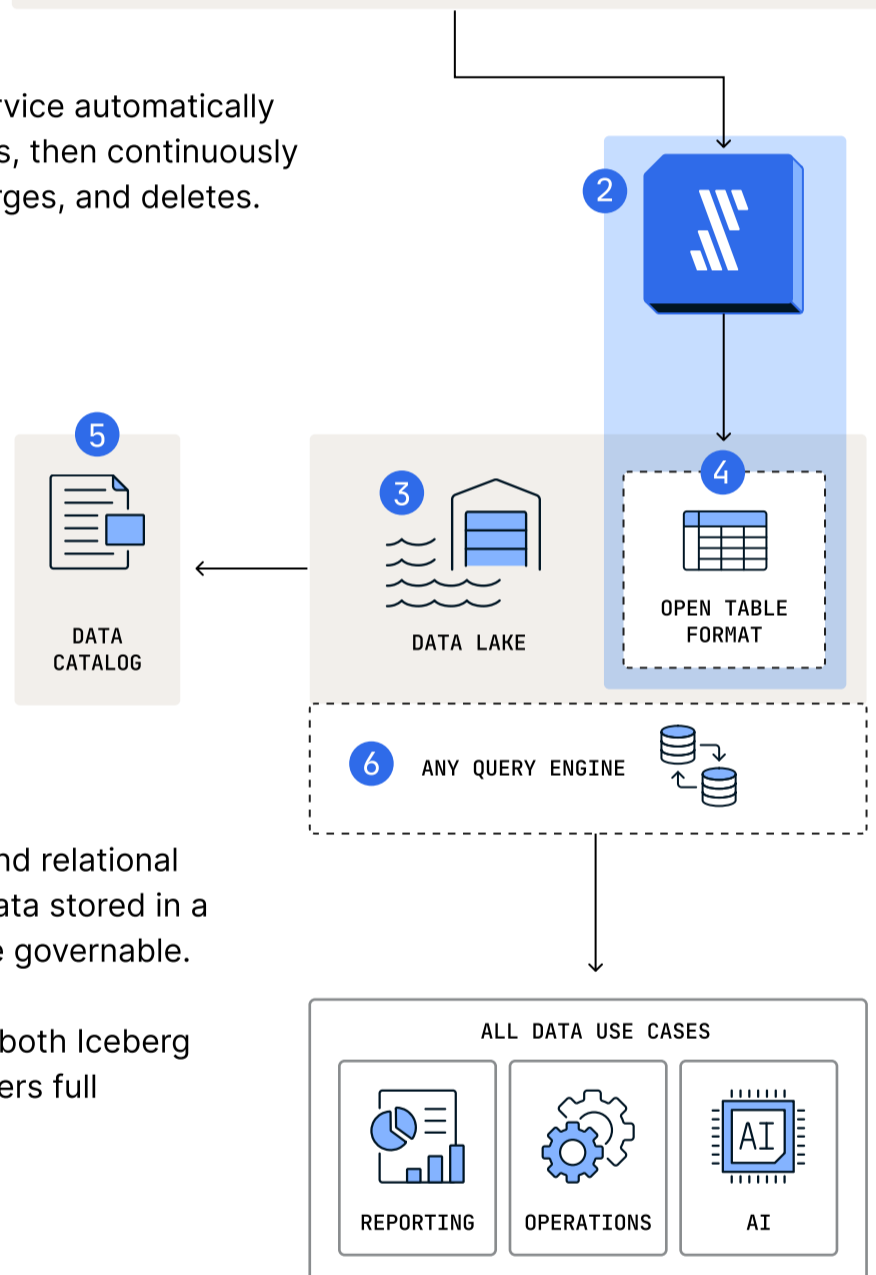
4 Open table formats bring structure and relational schemas to data lakes. They make data stored in a data lake discoverable, and therefore governable.

Fivetran automatically writes data in both Iceberg and Delta Lake format giving customers full interoperability.

5 Open table formats in combination with a data catalog use metadata management to ensure that data lakes do not become data swamps.

Examples include Apache Polaris™ Catalog, Unity Catalog, etc.

6 Where data lakes provide storage, query engines provide compute. Specifically, open table formats enable interoperability with your choice of query engine, obviating the need for complex data type conversions or deduplication.



With the help of Fivetran Managed Data Lake Service, your data lake can form the centerpiece of a unified data architecture for all of your analytical and operational data needs.

