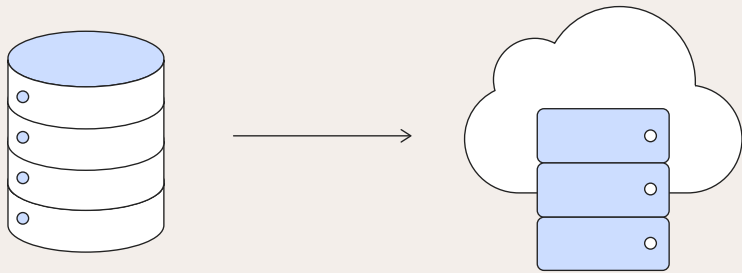


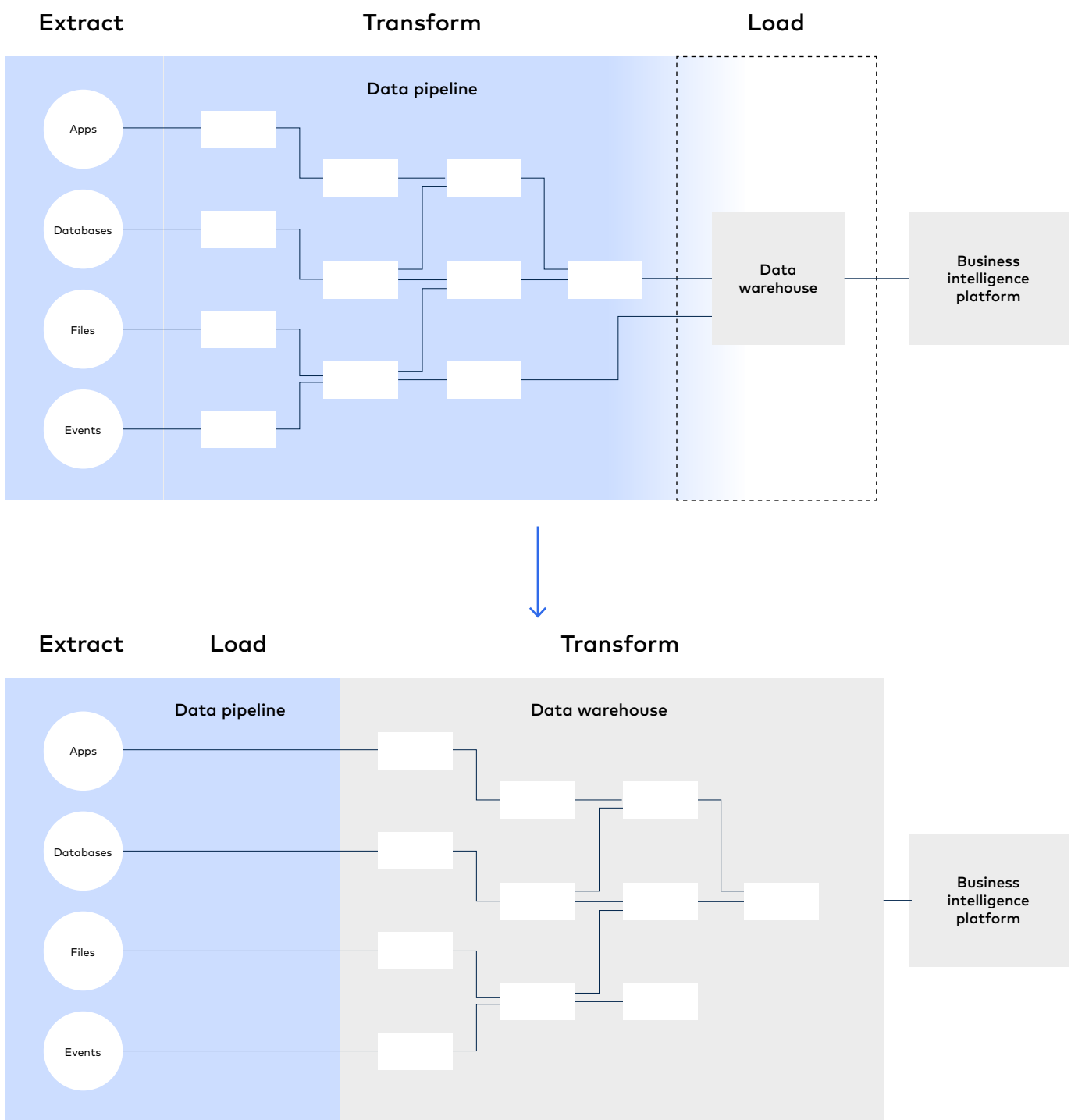
Data is a critical resource with an endless potential to drive innovation. But not all data infrastructures are up to the task of supporting the volume, velocity and variety of data an organization needs. The following four approaches to data infrastructure modernization show how data infrastructure can be made more capable.

On-premise to cloud



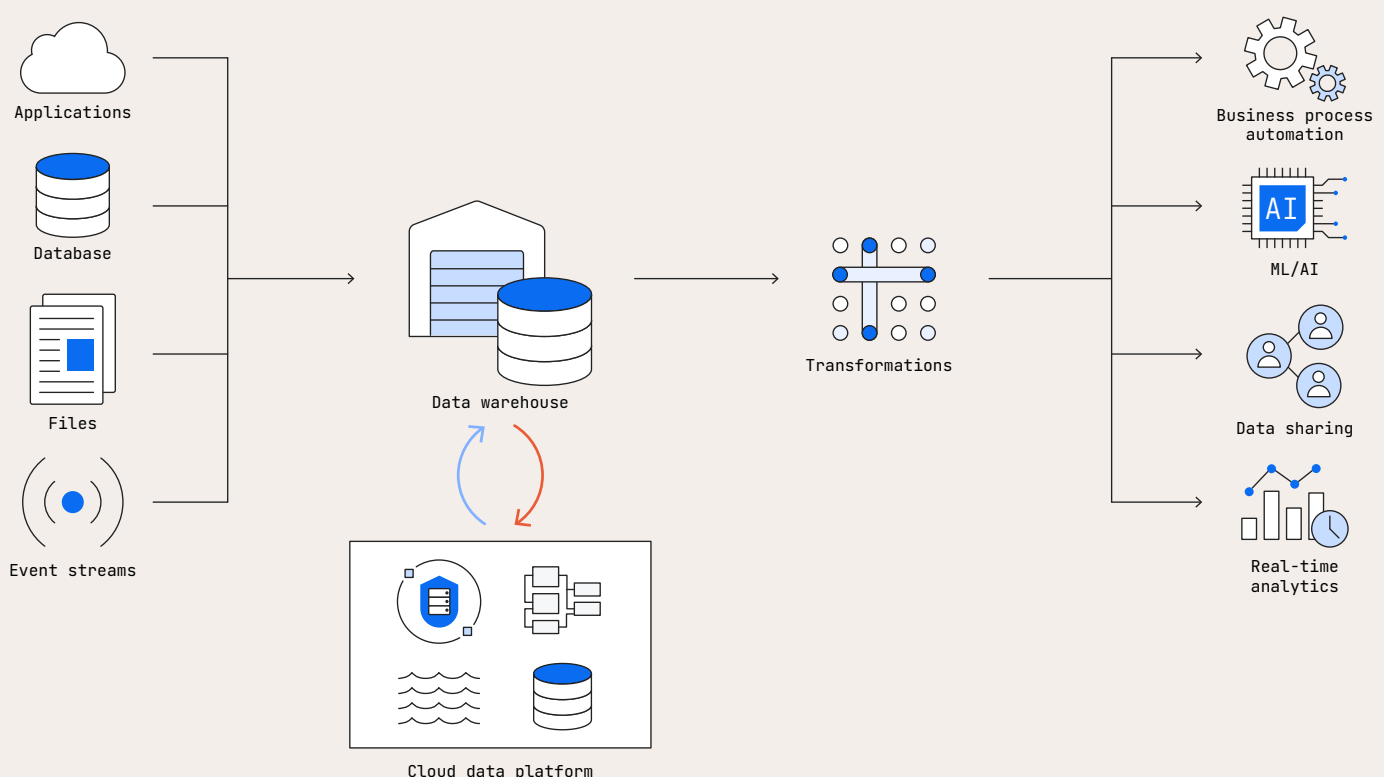
The main advantages of cloud-based data infrastructure are ease of use, scalability, cost control and interoperability with newer technologies. Cloud-based data infrastructure enables an organization to centralize data at an infinite scale without upfront capital outlays and to leverage the power of other cloud-based analytics technologies.

ETL to ELT



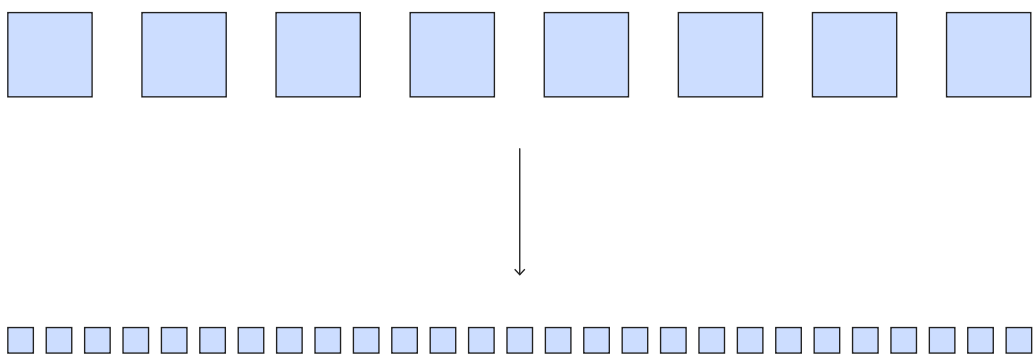
ELT is a more flexible data movement architecture that enables an organization to seamlessly move all of its data straight from source to destination, deferring the modeling to analysts. By decoupling loading and transformation, ELT enables automation through the use of off-the-shelf data connectors and allows analysts to take ownership of transformations using SQL.

Swapping destinations



As your organization's needs grow in sophistication and state-of-the-art technologies continue to evolve, you may need to replace your destinations to accommodate a greater diversity of data types, such as media files and other unstructured data.

Batch to real-time



The freshness of data is a critical concern for keeping your organization agile and responsive to rapidly changing market conditions. Moving from a daily cadence of reports to ones that are fresh within minutes (or less) can enable your organization to observe, orient, decide and act in real time.