

Build a universal storage layer for all your data

Simplify your architecture to reduce your TCO with a modern, governed data lake

Challenges of traditional architectures

Many organizations maintain separate architectures for different use cases. This approach leads to:

- Increased costs: Due to duplicate provisioning of resources
- Engineering inefficiency: Wasted time managing multiple systems
- Inconsistent insights: Redundant data stacks and data models create conflicting versions of truth

The modern data lake solution

The modern data lake combines the best of both worlds:

- Scalability & flexibility: Handles large-scale data ingestion and diverse analytics needs
- Governance & structure: Provides the relational structure and data integrity of a warehouse
- Unified ingestion: Supports structured and unstructured data delivered via batch and streaming data integration

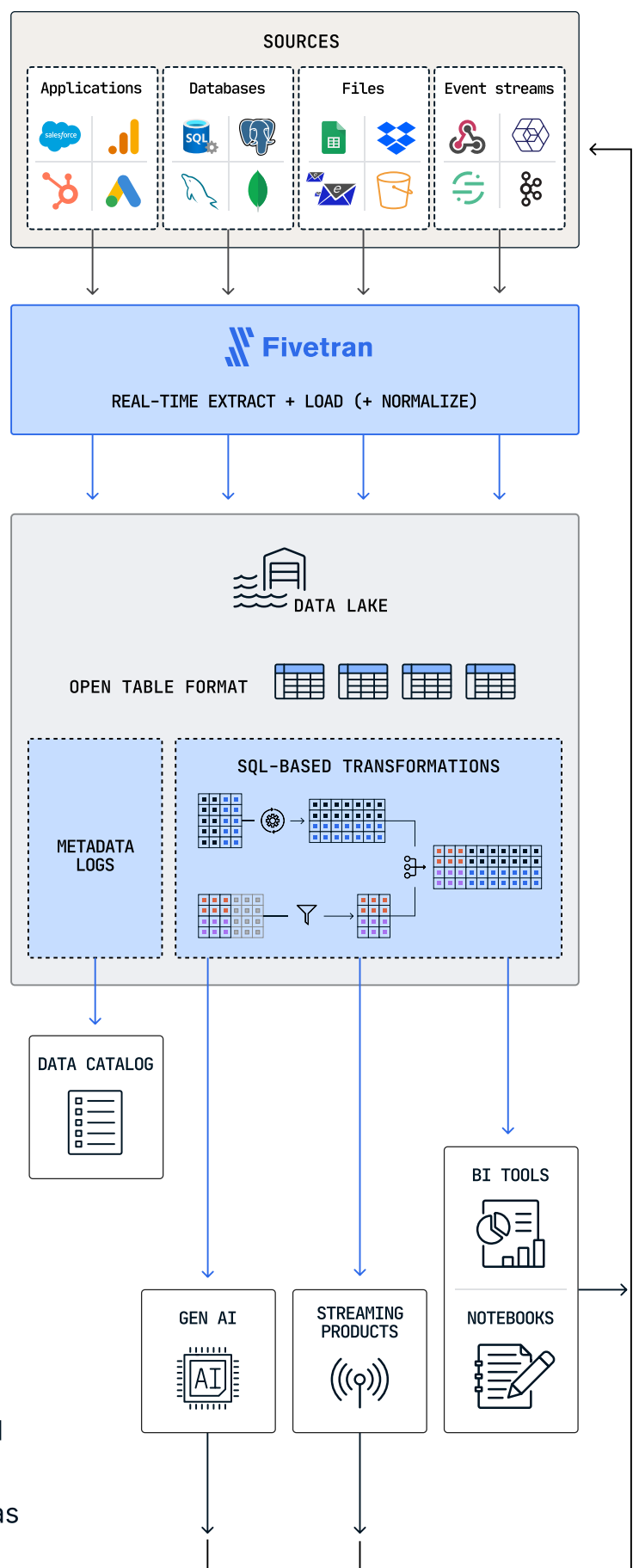
Simplify your data architecture

Build a universal data storage layer on a data lake like Amazon S3, Azure Data Lake Storage, OneLake or Google Cloud Storage. With a modern data lake, organizations can:

- Consolidate data stacks: Use one architecture for analytics, machine learning operations, and generative AI
- Eliminate staging: No need to use a data lake as a staging area for a warehouse
- Streamline operations: Reduce complexity and operational overhead, saving time and money

The future of data architecture

Fivetran's Managed Data Lake Service automatically converts data to open table formats, integrates with your catalog for compliance, and reduces your ingestion costs to accelerate your AI and analytics innovation.



See for yourself how Fivetran can integrate data into your data lake with a [demo](#) or [trial](#) now!