

A woman with short, styled brown hair, wearing glasses and a black and white patterned top, is sitting in a black office chair. She is looking slightly to the right of the camera with a neutral expression. The background is a blurred office setting with a window and some equipment.

# Modernize Your Data Management Strategy

Faster innovation with a lake-centric approach

**teradata.**

Managing enterprise data can be a full-time job; get your valuable time back with a lake-centric approach. Your company relies on data to grow and to fuel valuable AI initiatives. With the amount of data organizations receive on a daily basis, it can be hard to keep up with it all! You need to manage your data in a cost-effective, streamlined manner with more agility, more innovation, and more profit.

## **Put a plan in place**

### **01**

The problem with most data modernization strategies

### **02**

Enable a lake-centric approach as your data needs expand

### **03**

A lake-centric approach with ClearScape Analytics™ breaks through barriers



# The problem with most data modernization strategies

**To modernize data ecosystems**, most companies add promising new solutions in their already overcrowded and undermanaged estates without a plan for consolidation or retirement of tech debt.

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Without proper controls and governance, data strains people and system resources.



### Data management complexity

Data can't just be stored; it needs to be managed into data pipelines and made available for other systems and lines of business to utilize. Too often, organizations create data silos and a disjointed web of platform and data solutions for an ever growing amount of data. Without proper governance, these silos create data duplication and tech debt that strains people and resources.



### Spiraling costs

The complexity of siloed and distributed environments leads to duplicating data that results in escalating costs and declining business value. The nonstop flood of new data being managed in multiple channels creates an expensive and inefficient data management mess.



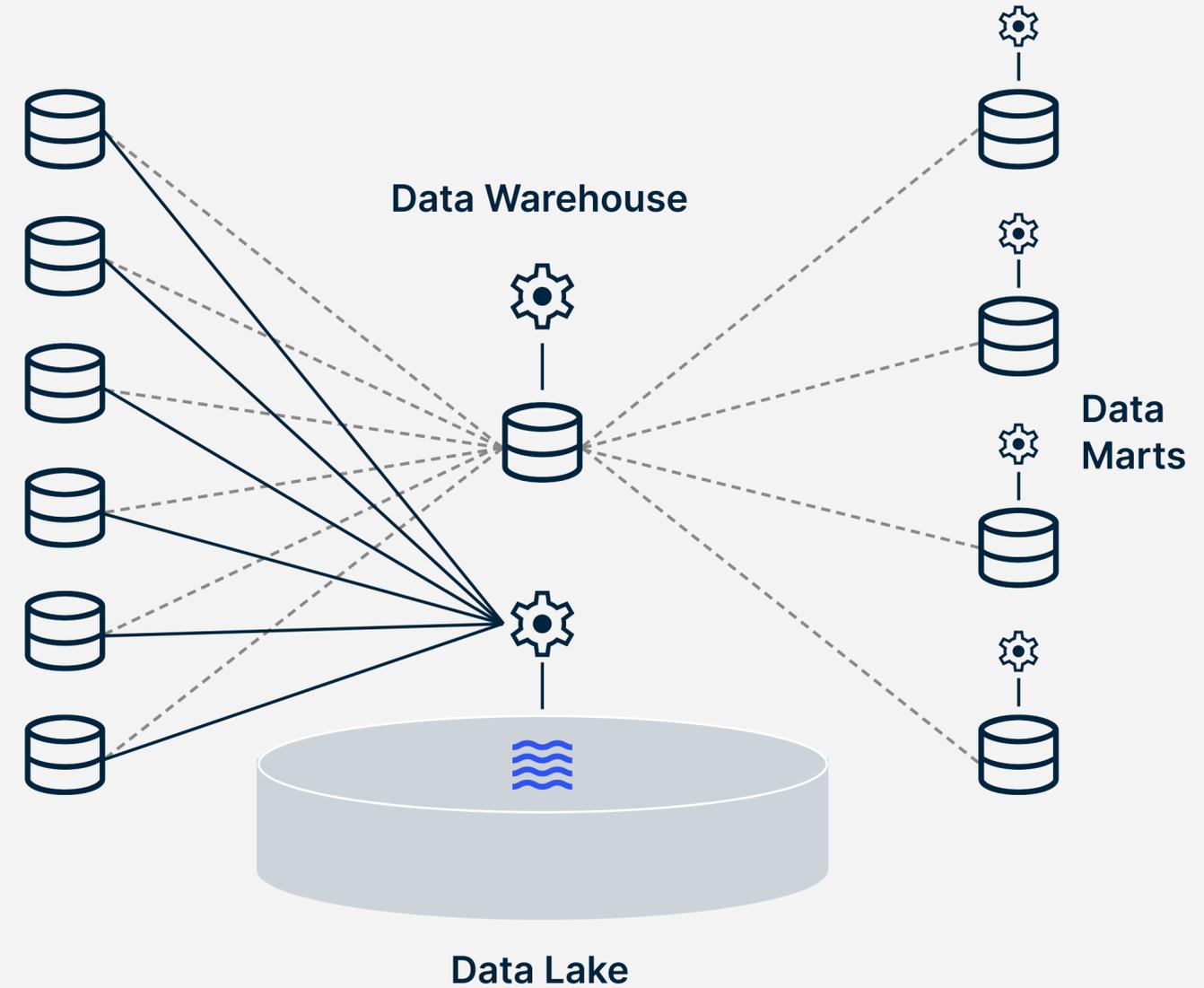
### Data demands for AI initiatives

Many organizations are now prioritizing AI/ML initiatives, which has added complexity to their data ecosystems as AI requires high-quality data, and lots of it. But without fully integrated and harmonized data, many organizations spend more time preparing data for models rather than creating value from AI projects. In fact, 70% of businesses fail to achieve their AI goals due to data quality issues.<sup>1</sup>

1. IBM, 2023.

# Cleaning up the complexity

**Untangling enterprise data** and eliminating tech debt is crucial—especially when you consider how the existing data and compute sprawl affects data and computing capabilities.



## Data management mess

- Distributed data without transparent access
- Multiple storage technologies
- Cost of multiple pipelines
- Cost of multiple copies

- Multiple data definitions
- Data security challenges
- Data in business intelligence (BI) servers

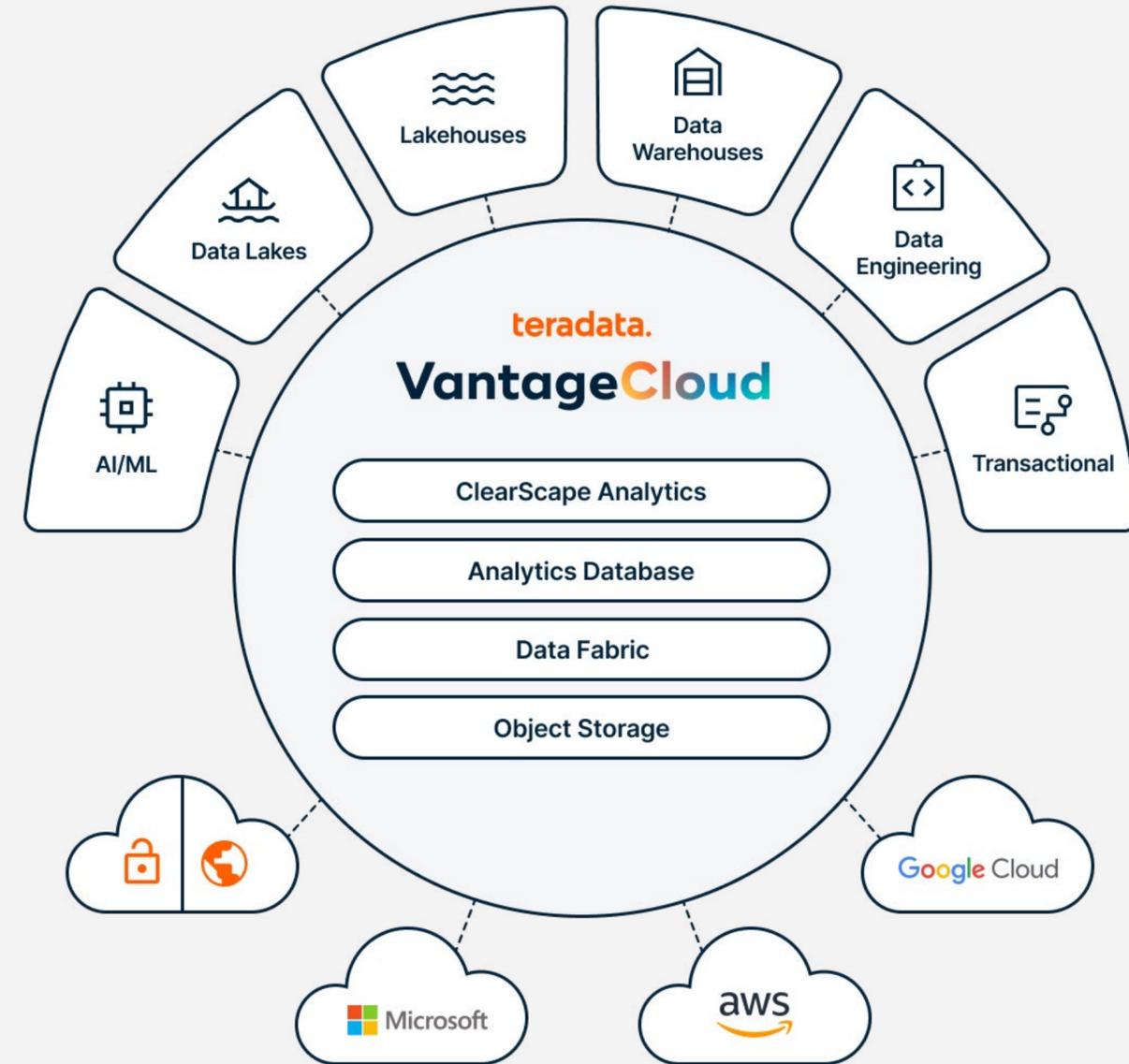
## Compute mess

- Compute wasted on data storage
- Multiple database technologies
- BI server compute
- Poor compute utilization

- Hard-to-manage compute service-level agreements (SLAs) across multiple function groups
- Difficulty allocating costs
- Configured for peak individual workloads

# Achieving a lake-centric approach is easy with Teradata

**Teradata VantageCloud Lake** is the most complete cloud analytics and data platform for AI. It enables organizations to unlock data and solve complex business problems on a cloud-native architecture. With VantageCloud Lake, you get a well-managed, cost-effective cloud environment to consolidate multiple data silos and pipelines with a technology-enabled, business-led strategy. Highly efficient data processing with advanced technology can help you reduce your carbon footprint.



 Optimize analytic database workloads at scale

 Integrated ClearScope Analytics brings core analytics processes to the cloud

 In-database pushdown exchange, load, and transform (ELT) transformations ensure scalable deployments

 Data fabric enables distributed ecosystem connectivity

 Cloud-native object store provides low-cost data storage

# The next-generation cloud-native architecture awaits

**VantageCloud Lake** lets you build a lakehouse for all workloads to run against a consistent data store:

- Consolidate, curate, and transform all your raw data
- Build transformation pipelines directly to support applications and solutions that leverage the lakehouse, so you can maximize efficiency
- Consolidate data silos into an integrated environment with harmonized data to reduce costs and management overhead, as well as increase agility and AI-driven outcomes, to ultimately fuel innovation and enterprise value



# Enable a lake-centric approach as your data needs expand

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Once a data lakehouse is built, executing a well-engineered data mesh ensures success with a governing solution that enables you to control costs, reduce risk, and scale Trusted AI across the enterprise.

# Governance methodology

1

Minimize data movement and associated costs by defining and coordinating all your teams and products into independent domains with specific data products

2

Limit disruption and provide logical constructs to enable your stakeholders to use data in place, rather than move it from system to system

3

Allow for the most efficient use of energy and people resources, which improves productivity

4

Allow each domain to remain usable by all and enable access to data across the organization

VantageCloud Lake with  
ClearScape Analytics™  
provides a lake-centric  
approach that breaks  
through barriers

**ClearScape Analytics** is the world's most powerful analytics engine for AI innovation. It offers the most comprehensive, end-to-end pipeline of AI/ML functions to quickly answer complex questions and deliver actionable results.

Teradata's open environment offers the flexibility to integrate your existing analytics technologies into a single platform to get clearer insights with robust in-database functions.

With ClearScape Analytics, you can:

- Integrate and harmonize data for faster data preparation
- Build and train models using an enterprise feature store and ModelOps capabilities
- Operationalize Trusted AI across the enterprise



## Start your lake-centric modernization journey today

Learn how VantageCloud Lake and ClearScape Analytics can help you reduce costs, improve efficiency, and unleash analytics innovation.

### About Teradata

We believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. With harmonized data, trusted AI, and faster innovation, we enable more confident decision-making that improves business results.

[Learn more at teradata.com.](https://www.teradata.com)

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