Data, data everywhere

Manage the chaos with a "lake-centric" approach to data

With the onslaught of data your company receives on a continual basis, managing it can be an uphill battle. You need to address the explosion of data, systems, pipelines, and other technologies in your analytic ecosystem. You also need to plan for modernization so your organization can increase agility while reducing costs.

However, like many other cloud-first companies, you are realizing that the promises and expected results of adopting the cloud are not hitting the projected targets.

In fact, increased experimentation with new technologies, combined with existing tech debt, are exacerbating costs. The need to move and replicate data across systems or data silos is expensive and inefficient. Add in the ever-flowing floods of new data and you're left with a mess—a data and compute mess.

The challenges of uncontrolled data growth and compute sprawl

- **Stalled analytic innovation.** Data projects fail when businesses lack the agility to adjust priorities or provide new data/analytic capabilities. Without a flexible and cohesive analytics and data platform, strategic decision-making is thwarted, and stakeholders spend more time moving replicated data than developing models and getting them operationalized.

- **Sheer volume of data.** According to Gartner, about 2.5 quintillion bytes of data are created every day. As organizations accumulate greater amounts of data, their need for increased monitoring and validation also grows. When dealing with large amounts of data, categorizing and processing raw data and providing users with accurate data becomes challenging.

- **Multiple data silos.** Large organizations tend to have multiple platforms, resulting in data silos, tech debt, and excessive data movement and replication technologies. The explosion of options makes it challenging to speed up data-driven choices. The #1 priority for most organizations is driving growth and delivering organizational value while maintaining cost controls and governance.

- **Poor data quality.** Data quality can be affected when data is not migrated and integrated correctly. This results in unfavorable business decisions, potentially causing revenue loss, inaccurate analyses, harm to reputation, and the imposition of fines.

- **Lack of processes and systems.** When data is gathered from many sources, inconsistencies are unavoidable. Inadequate data management processes and systems contribute to inaccurate data. As a result, the information is of poor quality.

- **Data integration.** Like the issue of data quality, data that is not properly integrated leads to inaccuracies.

- **Increased security risk.** Rampant silos increase security risks and incremental risk to the business. As a result, business leaders face increased pressure to maintain robust privacy, governance, and security measures around organizational data.

- **Unsustainability.** Each challenge within the data ecosystem requires another tool or technology to counteract it—in addition to the standard tools needed to collect, categorize, and process accurate, reliable data. The cost to support all these systems within the data ecosystem is unsustainable, especially at scale.

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Without proper controls and governance, the unmanaged propagation of data across the organization to disparate systems and silos just keeps adding to the complexity. It strains precious resources, including people and system support and management resources. And while you're trying to manage the complexity of this distributed environment, the costs increase and the value to the business decreases. Data has no value unless it provides the business with insights, predictions, and actions.

Untangle the web of complexity

Now is the time to untangle the mess and revisit cloud modernization with a lake-centric approach: a strategy that enables you to modernize your ecosystem by consolidating data and workloads strategically in a lake and/or lakehouse. Modernize at your own pace by consolidating and retiring legacy platforms to reduce costs. Redesign data feeds and workflows to leverage new cloud-native tools and services. And, stop the proliferation of replicated data and unmanageable systems by providing a flexible and sustainable environment for your business stakeholders.

Activate a lake-centric solution with Teradata VantageCloud

Teradata can help clean up the mess and successfully pivot your cloud modernization journey. We offer a unique solution designed to consolidate your silos and data with a business-led and technology-enabled approach. We collaborate with you and your partners to create a strategy that addresses your organization's entire ecosystem. Our proven approach enables you to control costs, reduce risk, and pursue unlimited analytics that drive innovation.

Get the foundation to innovate faster, scale smarter, and govern better with our cloud-native Teradata VantageCloud Lake and ClearScape Analytics™, the most powerful, open, and connected AI/ML capabilities on the market. VantageCloud Lake is available on Amazon Web Services (AWS) and Microsoft Azure.

Ready to retire tech debt?
Drive value with mix-and-match services from Teradata, our partners, and your own team to start your consolidation effort. Whether it's Hadoop, Oracle, Snowflake, or another technology, we've got the tools and the experience to help. Take advantage of our proven expertise in workload and system migration to start your modernization journey and reduce your costs now.

Our modernization approach also enables you to integrate and consolidate data into a lake for the best performance at the lowest cost. A well-engineered data lake enables you to decentralize the governance and organizational structure for delivery and operations by storing data in a centralized and distributed environment, based on performance requirements, providing flexibility for domain owners to manage their own data products.

Take the first step to conquer chaos

Ready to untangle your data mess? Check out **VantageCloud Lake**. Find out how to drive impactful change for your organization, including reducing costs and management overhead while enabling greater agility and analytics-driven business outcomes.

Learn how VantageCloud Lake provides the most complete analytics platform with the best performance at the lowest price per query at scale, and find out how we can help you consolidate data silos into an integrated environment over time.

About Teradata

At Teradata, we believe that people thrive when empowered with better information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most.
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