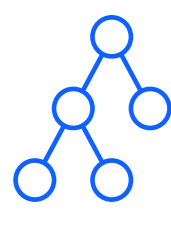

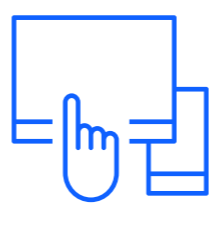






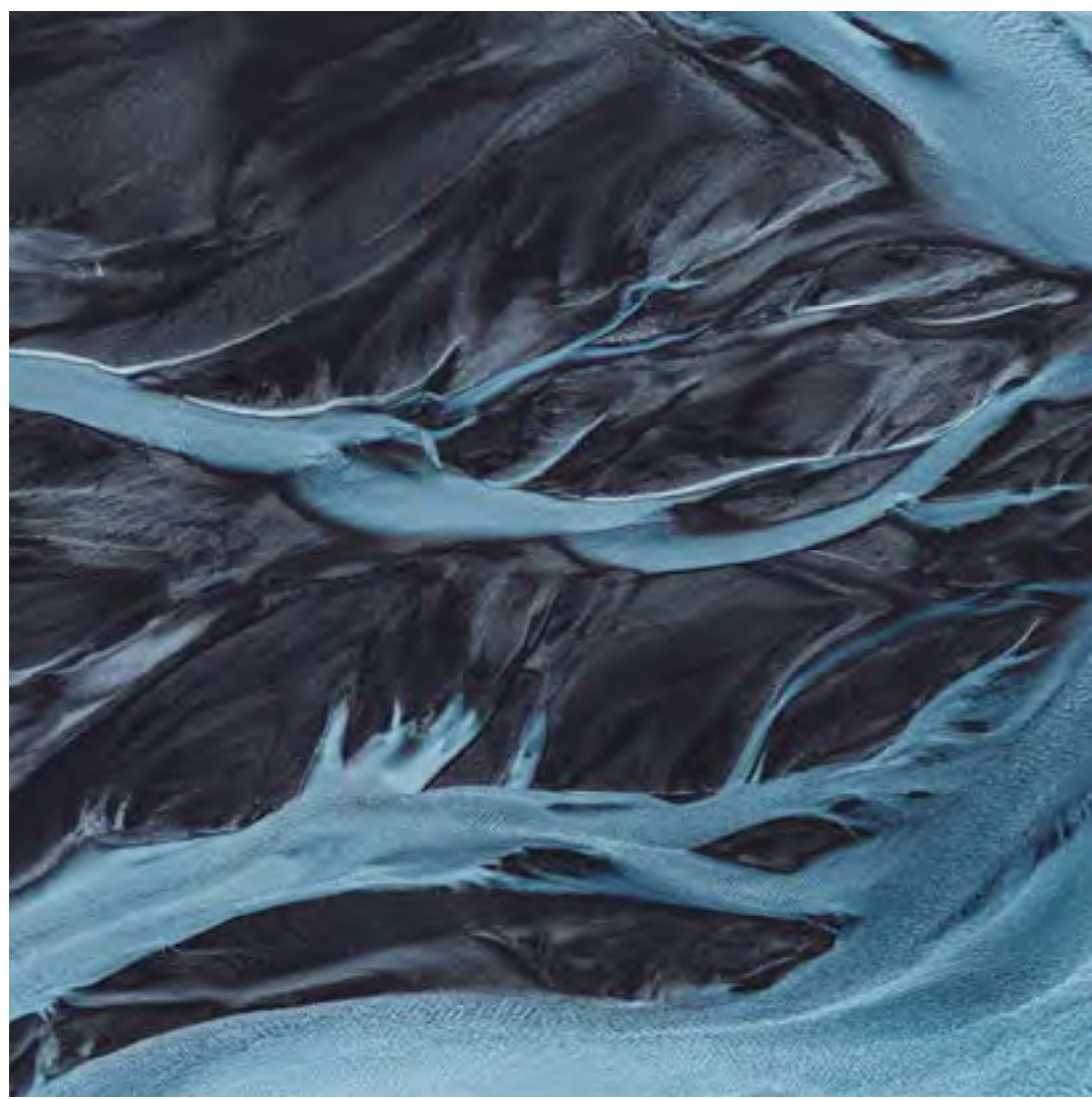
Harness the power of all your data across clouds with a self-service cloud data lake



Modern data management for discovering new patterns

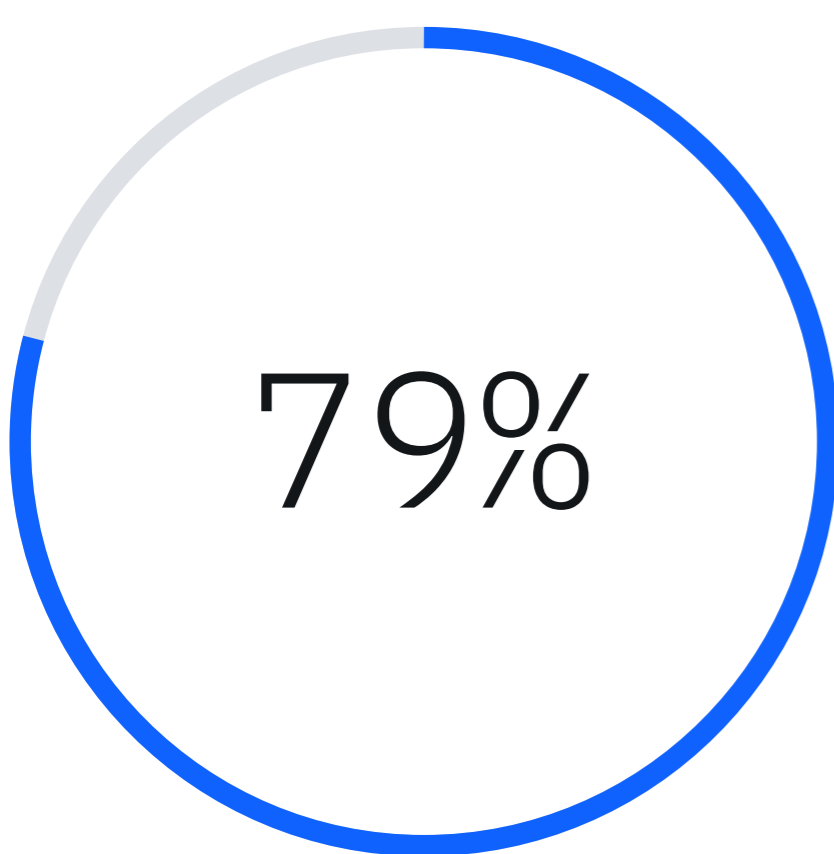
Generate insights that drive innovation by capitalizing on new types of data from new sources, such as:

			
Structured data	Sensor data	Clickstream data	Streaming video
			
Chat log	Social media	Steaming audio	



Automate end-to-end data management with a multicloud data lake

- ↳ Support Internet of Things (IoT) devices with real-time improvements to processes and operations.
- ↳ Provide a 360-degree view of your customer to better predict behavior and improve loyalty and retention.
- ↳ Streamline and cut costs for data ingestion and retention.


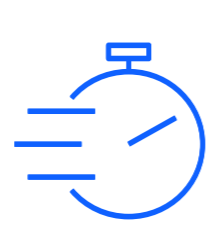

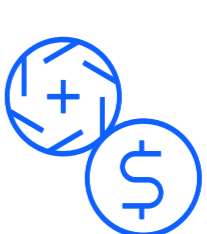


■ According to IDC, unstructured data worldwide is expected to grow at a rate of ~20% for the next 4 years, to 144 ZB in 2025¹.



■ 79% of CEOs also say that IoT is the top technology they expect to deliver results– followed by cloud (74%) and AI (52%)².

See the benefits across the enterprise

			
Virtualize data access across the organization.	Enable real-time ad hoc queries and analysis.	Allow self-service user access across your business.	Help reduce IT cost.

Learn how to best integrate a data lake into your existing data management infrastructure and expand the types of data your business is leveraging to make better data-driven decisions.

[Learn more](#) →

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 1. IDC, "Worldwide Global DataSphere and Global StorageSphere Structured and Unstructured Data Forecast", 2021–2025, Doc # US47998321, July 2021.
 2. IBM Institute of Business Value, "5 trends for 2022 and beyond", December 2021. <https://www.ibm.com/thought-leadership/institute-business-value/report/business-technology-trends-2022>

