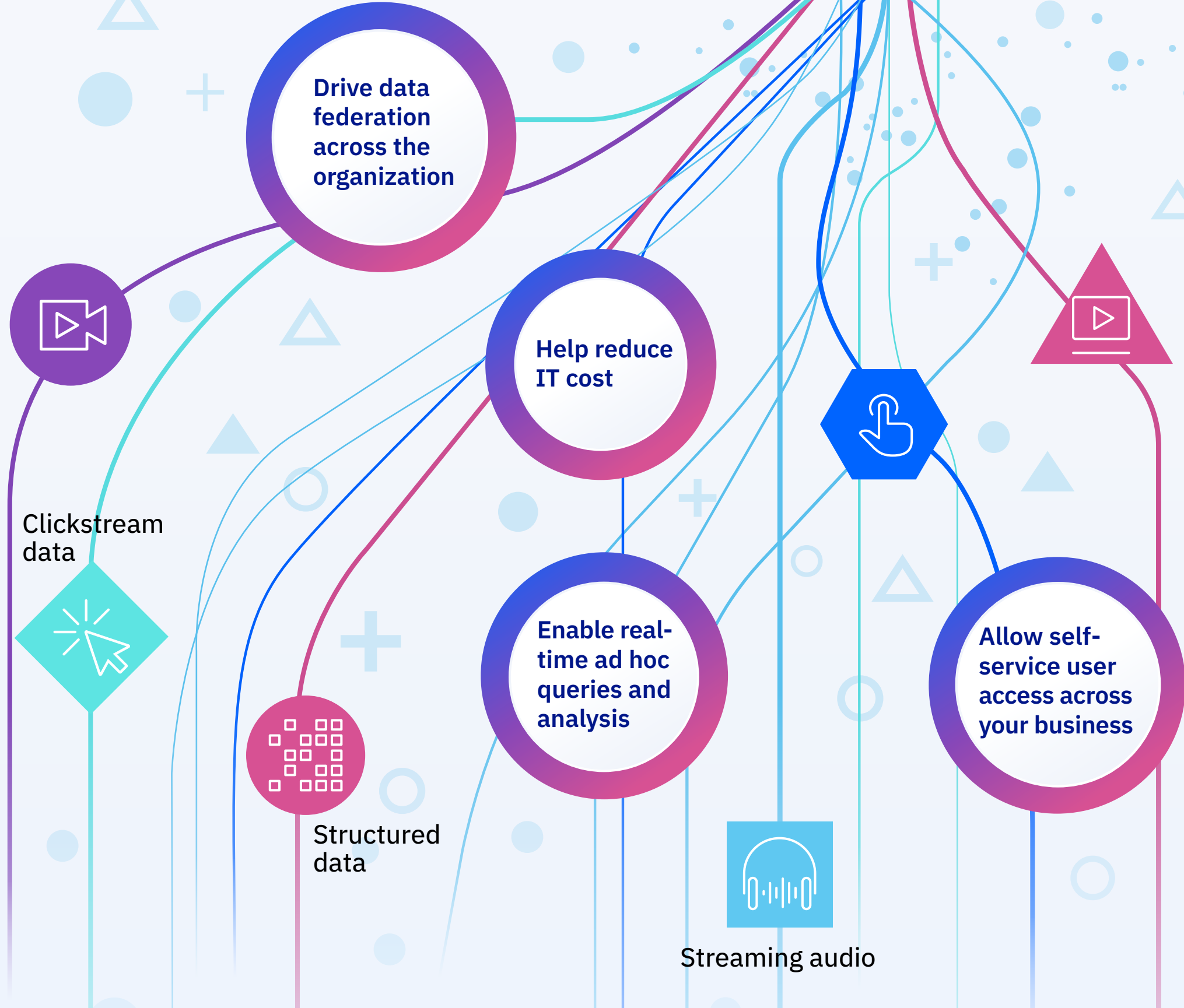


# Connect more data from more sources with a **DATA LAKE**



## Make smarter, more agile, data-driven decisions with a **data lake**

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

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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<sup>1</sup> Forrester, "Predictions 2018: The Honeymoon for AI Is Over," November 9, 2017, [www.forrester.com/report/Predictions+2018+The+Honeymoon+For+AI+Is+Over/-/E-RES139744](http://www.forrester.com/report/Predictions+2018+The+Honeymoon+For+AI+Is+Over/-/E-RES139744)  
<sup>2</sup> Crowdflower, "2016 Data Science Report," [http://visit.crowdflower.com/rs/416-ZBE-142/images/CrowdFlower\\_DataScienceReport\\_2016.pdf](http://visit.crowdflower.com/rs/416-ZBE-142/images/CrowdFlower_DataScienceReport_2016.pdf)