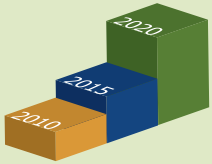


# Is Your Data in a Lake or a Swamp?

As data availability increases and technology becomes more sophisticated, organizing your data – and having access to it – continues to become more and more important.

## The Cost of a Data Swamp



Between 2010 and 2020, the amount of data will increase by **20 times**.



On average, U.S. companies believe **25%** of their data is inaccurate.



**90%** of CFOs believe they could be doing more with the data they already have.



**\$3 Trillion:** the estimated combined losses to the U.S. due to poor quality data.

## The Benefits of a Data Lake



Flexibility and access



Scalability



Speed



Data Authenticity

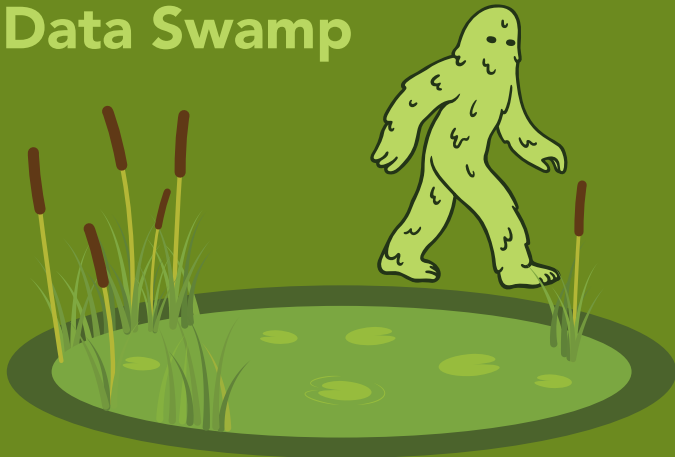


Convergence of Data Sources



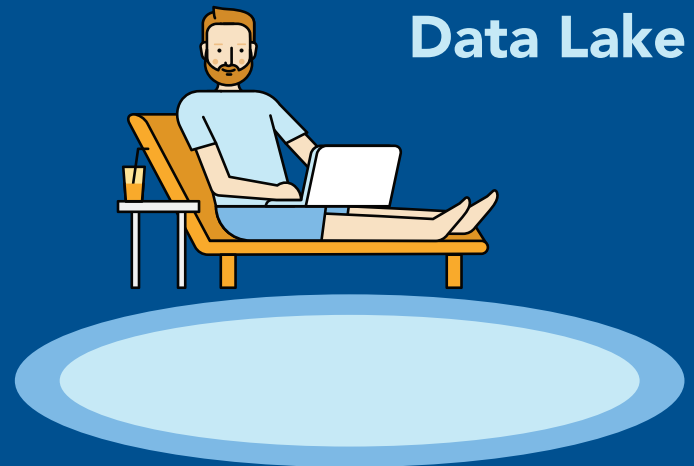
Advanced Analytics

## Data Swamp



- ✗ No metadata
- ✗ Broken metadata management
- ✗ No data governance
- ✗ Broken ingestion process

## Data Lake



- ✓ Metadata
- ✓ Information is in rows and columns
- ✓ Easily ordered and processed with data mining tools
- ✓ Has data context
- ✓ Contains a data set for running analytics
- ✓ Has directories and sub-directories

Ready to Build a Crystal Clear Data Lake?

Contact Datavail today: 1-866-834-9022.

[www.datavail.com](http://www.datavail.com)

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