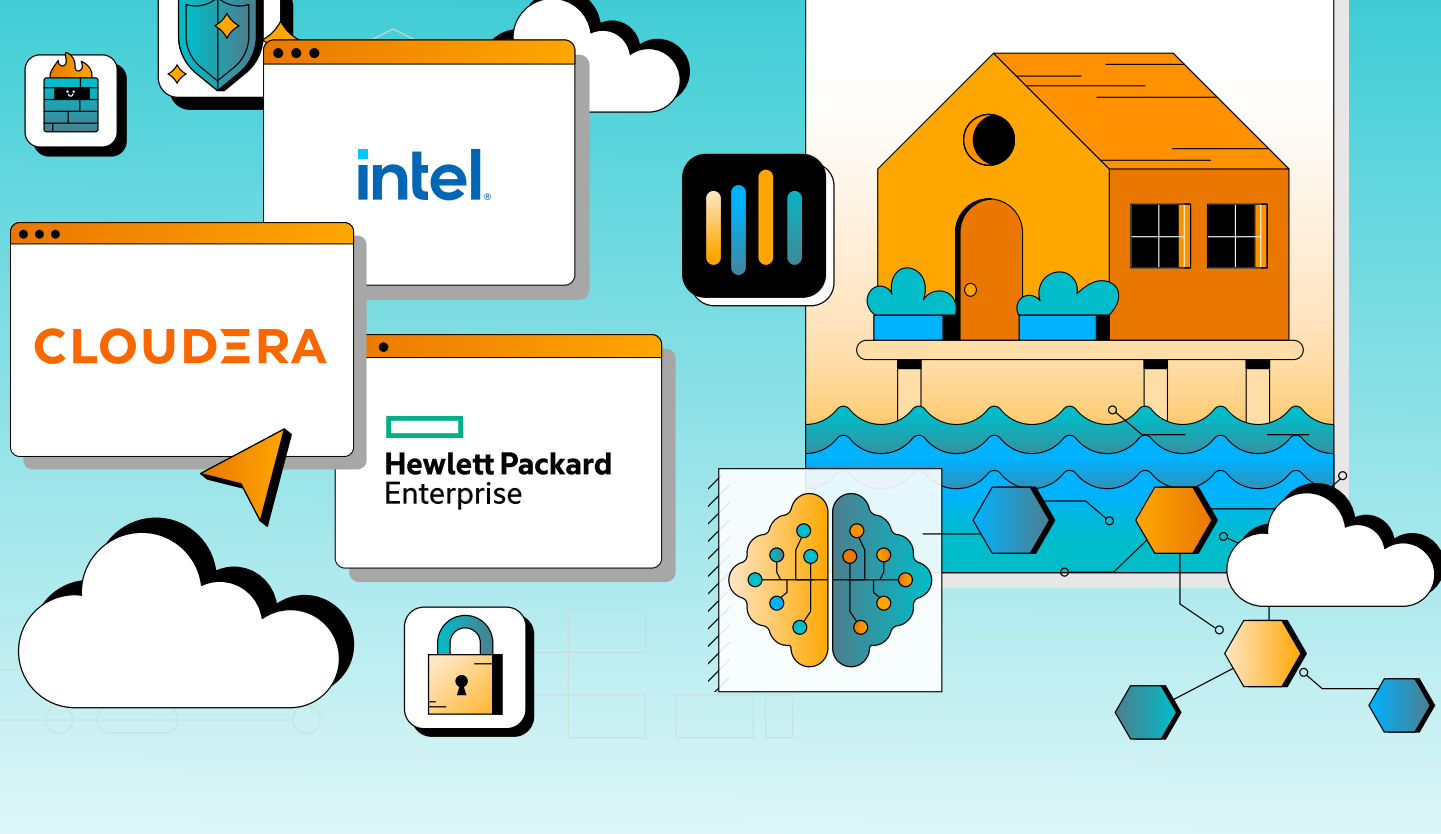


Open more possibilities with an open data lakehouse

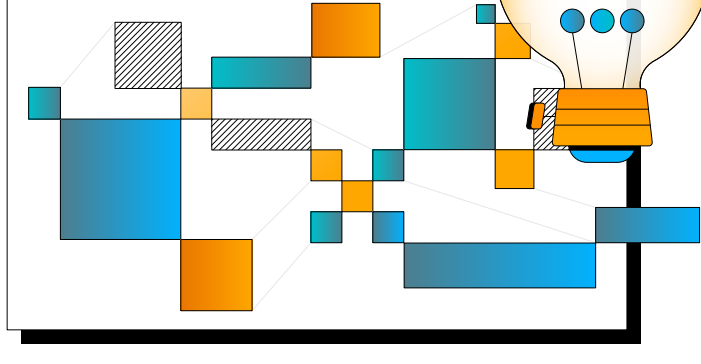


Eight ways to accelerate your analytics & AI strategy with all of your data – anywhere

No.1

The best way to unify all your data

A hybrid, open lakehouse creates a single source of truth in a master repository, uncovering new ways to combine structured and unstructured data – both on-premises and in any cloud – eliminating data silos, and minimizing duplication and redundancies.



55% 55% of data professionals* consider data silos & difficulty storing data in a unified space as a technical challenge in their organization

Source: Cloudera Thought Leadership Study by Forrester, June 2023



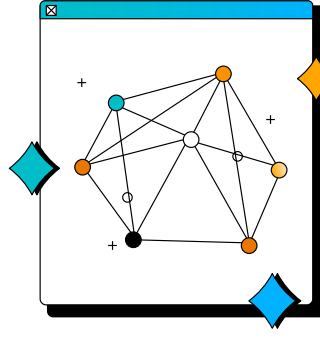
No.2

The safest path from trusted data to trusted AI

An open data lakehouse enables security and control of more data types for powering trusted AI at hyper scale. With open ML models, new advanced analytical insights often create game-changing business outcomes that you can trust – reducing customer churn, improving operational efficiencies, and transforming cost models to be more competitive and effective.

10% OCBC relies on LLM-powered chatbots to support 10% of customer interactions

Source: <https://www.cloudera.com/about/customers/ocbc-bank.html>



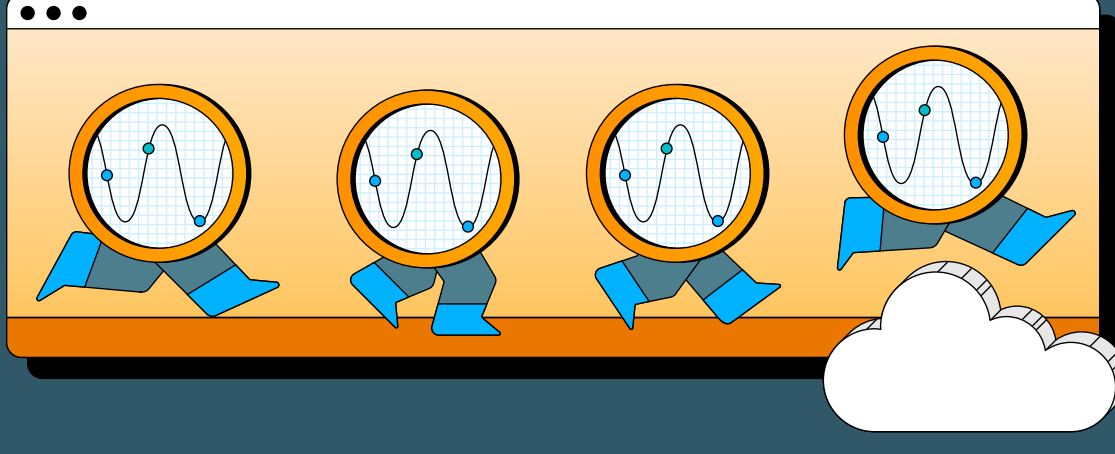
No.3

Open and flexible with best-of-breed tools

Open data lakehouses are built to combine all data and make it available for advanced analytics and AI use. A more open lakehouse can easily support a wide variety of open standards for data, engines, tools, and data storage. Say good-bye to vendor lock-in and ensure data can be easily and concurrently used with best-of-breed tools and engines.

58% 58% of data professionals* consider customization/flexibility as one of the biggest drivers in deciding which solutions to use for ML

Source: Cloudera Thought Leadership Study by Forrester, June 2023



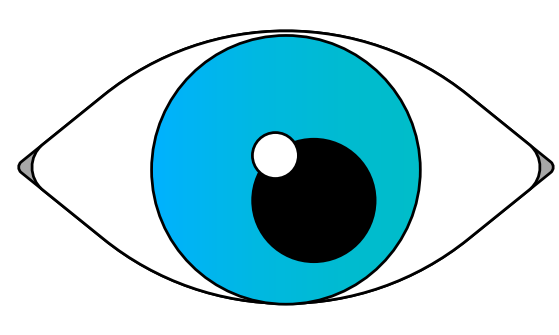
No.4

An integrated, interoperable data lifecycle

An open data lakehouse supports interoperable streaming ingest, data movement, data engineering, analytics, and ML on a single platform. Reduce time to market for any data-driven project at scale.

8+ On average, data professionals use 8+ different tools for each step in the data lifecycle

Source: Cloudera Thought Leadership Study by Forrester, June 2023



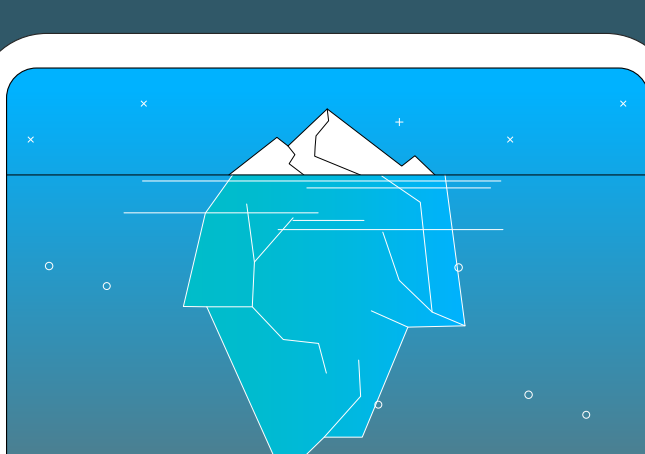
No.5

Democratize data, analytics & AI with unified governance

Open data lakehouses simplify and improve governance by consolidating resources and data sources that are built with standardized open schemas – allowing greater control over data and other critical management elements, as well as enabling self-service access to data without creating silos.

34% 34% of data professionals who use a data lakehouse cite improved data governance as a benefit

Source: Foundry MarketPulse Survey for Cloudera: Data Lakehouse, June 2023



No.6

Enable lower TCO at scale

Organizations can move away from separated lake-warehouse models that see data duplicated to ensure accessibility with an open data lakehouse. Powered by Apache Iceberg, our customers report 10x improvement in SQL performance and much lower TCO, from reduced storage, compute costs, administrative complexities, and unnecessary data pipelines.

10x 10x improvement in SQL performance

Source: <https://blog.cloudera.com/cloudera-supercharges-the-enterprise-data-cloud-with-rvtdia/>

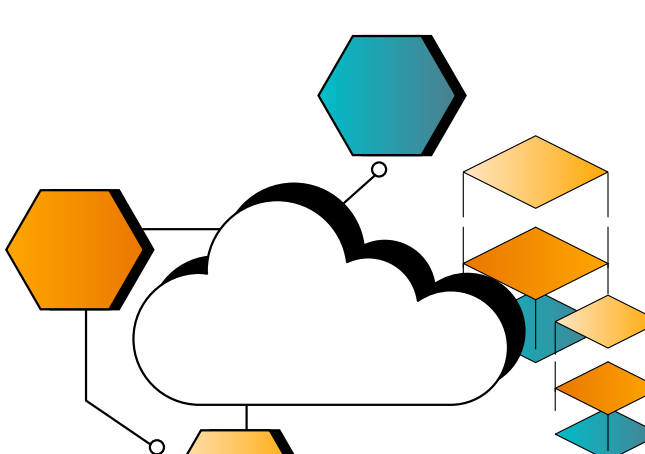
10x

10x improvement in SQL performance

No.7

A hybrid lakehouse that's truly portable

A hybrid lakehouse eliminates the need to move all data into a single cloud to extract the benefits of the lakehouse, letting the data reside where it's born instead of moving the data to different systems. Bring the compute power to where your data lies, reducing unnecessary data silos and supporting data sovereignty requirements at lower cost.



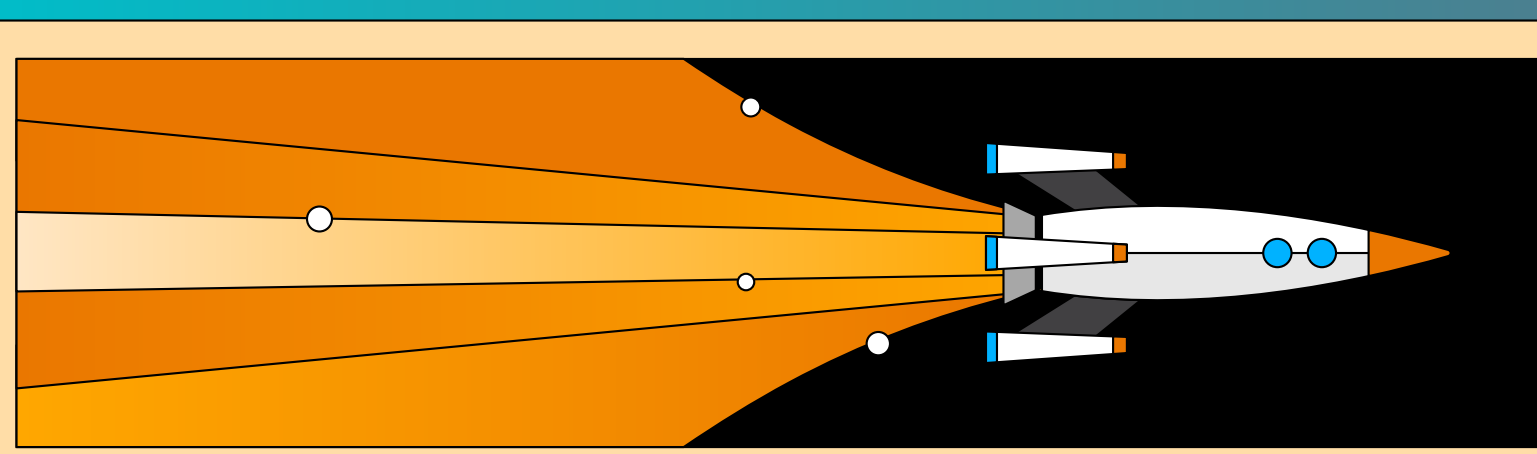
No.8

Improved operational efficiency

An open data lakehouse improves the productivity of data users from data engineers, data analysts, data scientists, streams data integrators, and developers – promoting self-service analytics and empowering data users to explore data independently and productively without ETL or security bottlenecks.

50% 50% better operational efficiency

Source: <https://www.cloudera.com/about/customers/deutsche-telekom.html>



From data ingest to business impact, no one delivers an open data lakehouse for more data, on more clouds than Cloudera.

No one.

Learn more about how we can help you deliver trusted analytics and AI at scale.

cloudera.com/lakehouse

*Global data practitioners & decision makers in dev/data science