

# Fivetran Managed Data Lake Service

Simplify data lake management and reduce your TCO with Fivetran covering the costs of ingestion into your data lake.

The Fivetran Managed Data Lake Service simplifies data lake management by automatically converting data to open formats (Apache Iceberg/Delta Lake) before landing it in the data lake. When combined with Fivetran's ongoing table management and maintenance, customers get the easy queryability and ease of use of a cloud data warehouse, with the flexibility and scale of a data lake.

## Fivetran's Managed Data Lake Service:

- Provides query-ready data
- Natively integrates with data catalog for governance
- Performs continuous maintenance and updates
- Incurs the compute cost of ingesting into a data lake

### Standardize

Automatically convert your data to a standardized open table format (Iceberg / Delta Lake) that provides ACID transactions, tools for data quality, GDPR compliance, and more.

### Automate

Optimize developer time by outsourcing tedious data management, including CDC, normalization, and data pruning, ensuring your data is up-to-date and ready to query at all times.

### Connect

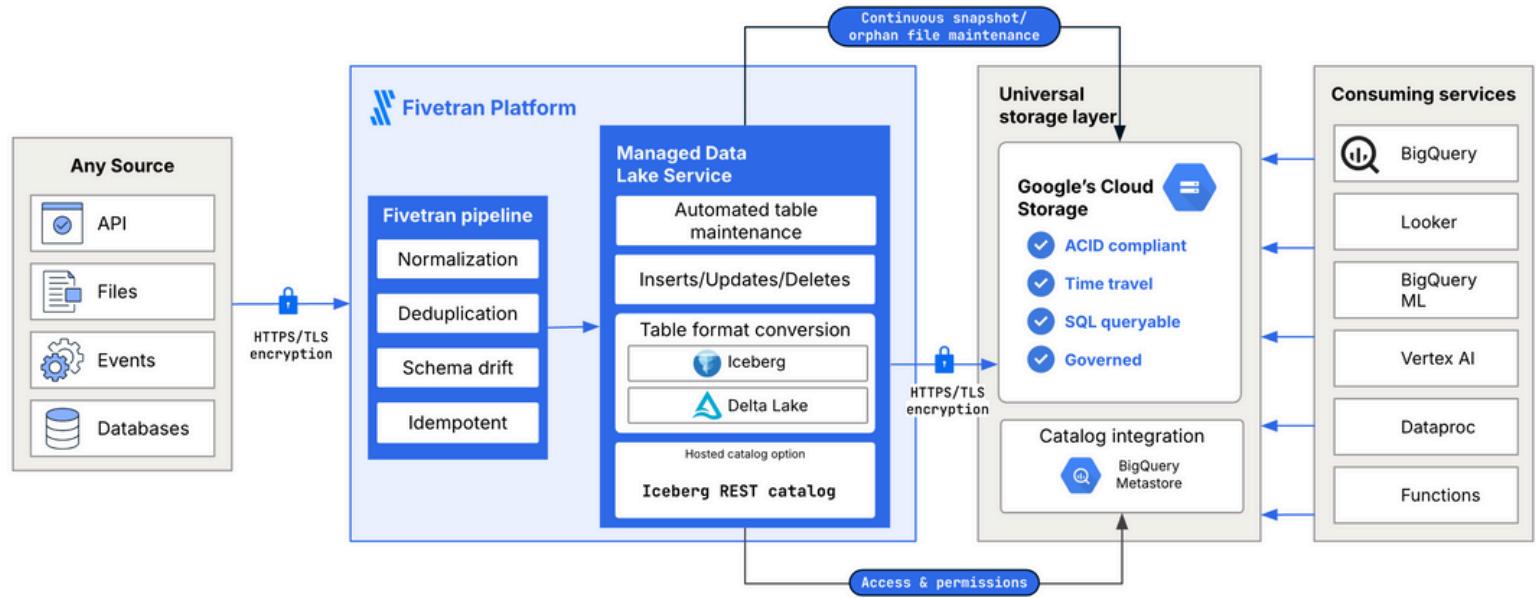
Connect over 700+ data sources in just minutes. Industry-leading uptime, compliance, and security guarantees safeguard sensitive data.

## Support for major data lake destinations

Data lakes supported		 <b>DELTA LAKE</b>	 <b>ICEBERG</b>
	Amazon S3	✓	✓
	Azure Data Lake Storage	✓	✓
	Microsoft OneLake	✓	Coming soon
	Google's Cloud Storage	✓	✓

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The data lake is an easy, affordable, secure and robust way to store all our customers' data. The main challenge is in optimizing performance and accessibility, but with Fivetran's support for Amazon S3 with Iceberg it will further optimize our Fivetran pipeline. Since the data lake is our single source of truth, it is critical that all the data ingested from different sources be accessible in the data lake."

**Lakshmi Ramesh**  
Vice President, Data Services at Tinuiti

## Data lake use cases



Storing unstructured and semi-structured data for AI/ML



Centralizing analytics data to create a single source of truth



Migrating from a cloud data warehouse to an open lakehouse architecture



Centrally managing core data assets