



## Talend Helps Companies Accelerate Cloud Data Lake Deployments on AWS

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*New Quick Start Solution Helps Customers Deploy and Populate Cloud-based Enterprise Data Lakes in Just a Few Clicks*

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 21, 2017-- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) and [big data integration](#) solutions, unveiled a new Quick Start solution for deploying cloud data lakes on Amazon Web Services (AWS) platforms. The comprehensive, out-of-the-box offering is ideal for organizations looking to get data lakes up and running quickly, while leveraging the speed, agility, scalability, and power of the cloud. Available for [download immediately](#), the [Quick Start](#) automates the building of data lake environments by deploying Talend [Big Data Integration](#) components and AWS services such as Amazon EMR, Amazon Redshift, Amazon Simple Storage Service (Amazon S3), and Amazon Relational Database Service (Amazon RDS).

Organizations seeking to leverage the power of data for business transformation increasingly look to cloud data lakes to collect and analyze massive amounts of structured, semi-structured and unstructured data for advanced business insights. By ingesting and storing everything from Web site activity and social media commentary to Internet of Things data from a myriad of sources, cloud data lakes can help overcome many of the complex challenges and delays posed by more rigid, traditional, on-premises enterprise systems.

"Digital transformation is sweeping every industry today and having the ability to extract meaningful insights from growing volumes of big data is a key enabler," said Mike Pickett, SVP of Business Development and Partner Ecosystems, Talend. "Organizations that fail to devise an effective way to enable more widespread use of data within their organization will be left behind by more agile players. With its unmatched flexibility, scalability, and performance, the cloud is the obvious platform of choice for customers looking to get more value out of enterprise data lakes to improve relationships and competitiveness."

The new data lake Quick Start solution features:

- A reference architecture automated by the AWS CloudFormation template integrating AWS services such as Amazon Simple Storage Service (Amazon S3), Amazon Elastic Compute Cloud (Amazon EC2), and Amazon Redshift.
- Talend's Big Data Integration platform, which includes connectors and components for linking to more than a thousand data sources and applications, including SaaS apps such as Salesforce, legacy apps and databases, SOAP or REST Web services, and streaming data protocols such as Kafka. Talend's platform minimizes hand coding, and can run native Spark or MapReduce on Amazon EMR.
- Talend Quick Start CloudFormation templates for development, test and production environments.

With the comprehensive, out-of-the-box solution, organizations can start delivering breakthrough insights in just a few weeks or months using powerful AWS analytics services such as Amazon QuickSight and Amazon Machine Learning (Amazon ML).

Fitness company Beachbody, the makers of the P90X and INSANITY workouts, deployed a self-service analytics data lake architecture in less than six months using Amazon S3 and [Talend Real-time Big Data](#). In doing so, Beachbody's IT team moved the company from receiving new data once a week, to having it in near real-time. Now, employees have access to a much broader range of data than ever before, including website activity data, logs from its workout video streaming service, call center records, external customer acquisition, spending and sales information, as well as financial transaction data.

"The unmatched agility and flexibility of AWS plus Talend's easy integration capabilities were game changers. With our limited resources, not only would a project of this magnitude have been infinitely more difficult, expensive, and time-consuming to implement on premise, but it would have also required a lot more people with the right big data skills," said Eric Anderson, executive director of data at Beachbody. "A project that would have taken us well over a year to launch, was instead up and running in just six months, giving our business analysts and employees access to an ever-growing number of data sources. Now the potential for leveraging varied data and insights to help advance the business is virtually unlimited."

To learn more about the full capabilities of the new data lake Quick Start solution for AWS, [view this webinar](#) titled, "[Architecting and Open Data Lake for the Enterprise](#)" or visit <https://www.talend.com/solutions/information-technology/cloud-data-lakes/>. Interested customers can also visit Talend in booth #607 at Amazon Re:Invent, taking place November 27-December 1 in Las Vegas, Nevada. Additional insights on the benefits big data lakes can deliver, plus best practices for deployment can also be found on the [Talend blog](#).

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### About Talend

Talend ([NASDAQ: TLND](#)) is a next-generation leader in cloud and big data integration software that helps companies turn data into a strategic asset that delivers real-time, organization-wide insight into customers, partners, and operations. Through its open, native, and unified integration platform, Talend delivers the data agility required for companies to meet the constantly evolving demands of modern business. With Talend, companies can easily scale their data infrastructure and rapidly adopt the latest technology innovations in cloud and big data. Talend's solutions support over 1500 global enterprise customers including Air France, GE, and Lenovo, across a range of industries. Talend has also been recognized as a leader in its field multiple times by leading analyst firms, as well as several industry and data trade publications including InfoWorld and SD Times. For more information, please visit [www.talend.com](http://www.talend.com) and follow us on Twitter: [@Talend](#).

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Talend

Chris Taylor, 408-674-1238

VP, Corp. Communications

[ctaylor@talend.com](mailto:ctaylor@talend.com)

or

Siobhan Lyons, 202-431-9411

Director, Corp. Communications

[slyons@talend.com](mailto:slyons@talend.com)