lemnisk™



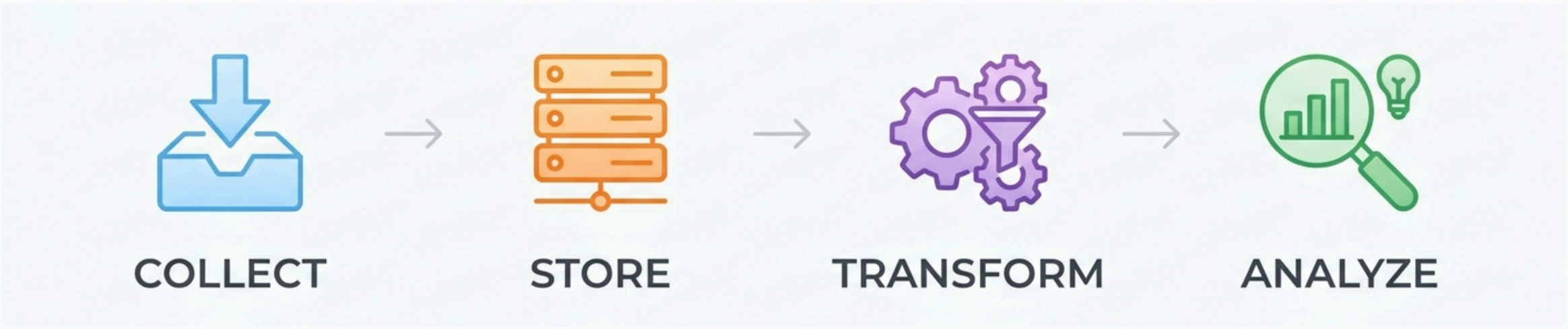
Modern Data Stack VS Composable CDP

Which approach is right for your data strategy?



Modern Data Stack

A modern data stack refers to a cloud-based ecosystem of tools that work together to collect, store, transform, and analyze data in a centralized data warehouse.



Continuous Improvement

Analytics & Reporting

Data Engineers & Analysts

Batch-Heavy Processing



Composable CDP

A composable CDP is an approach to building a data ecosystem by selecting and integrating best-in-class tools for each function, such as data ingestion, storage, transformation, and analytics.



Activate Customer Data

- Activation
- Marketing Teams
- Product Teams
- Real-time Speed

At-a-Glance Comparison

Feature	Modern Data Stack	Composable CDP
Architecture	Modular tools	Built on MDS
Activation	Needs Reverse ETL	Built-in
Flexibility	High	Very high
Storage	Central warehouse	Warehouse = truth

Choosing the Right Approach

- **Choose Modern Data Stack if...**

  You need analytics, a central data platform, or internal decision-making.

- **Choose Composable CDP if...**

  You need real-time personalization, unified customer view, or activation-ready data.



Turn Your Data Into Real Time Customer Experiences

Ready to activate your data?

Explore Lemnisk's Composable CDP Today!