

# Connect your customer data from Azure Data Lake to Retina

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[Microsoft Azure Blob Storage](#) and the newer [Azure Data Lake](#) are cloud storage services that provide affordable and reliable data storage.

You can use either of these to securely exchange data with [Retina](#).

To integrate Retina with Azure Data Lake Storage Gen2:

1. Setup [hierarchical namespaces](#) to enable efficient two-way data transfer and support for multiple data sets
2. Create an Azure Active Directory [service principal](#) to define and control Retina's read and write access to your data. (Note: Retina also supports storage account access keys)
3. Send the credentials to Retina, where we will confirm the access

Azure Data Lake and Blob Storage work with data files in many common data formats:

- **CSV**
  - Pros: Common format for importing and exporting tabular data in business intelligence platforms and Microsoft Excel
  - Cons: No built-in data validation or schema enforcement; More difficult to use to handle large data sets
- **Apache Parquet**
- **Apache Orc**
- **JSON**

Schedule a call to learn more about how [Retina](#) connects with [Azure Blob Storage](#) or [Azure Data Lake](#) and how you can optimize your business strategies with real-time customer lifetime value metrics.