When To Not Use Heap Table?

Do not use a heap if the data is frequently updated. If you update a record and the update uses more space in the data pages than they are currently using the record has to be moved to a data page that has enough free space. This creates a forwarded record pointing to the new location of the data, and forwarding pointer has to be written in the page that held that data previously, to indicate the new physical location. This introduces fragmentation in the heap. When scanning a heap, these pointers must be followed which limits read-ahead performance, and can incur additional I/O which reduces scan performance.