THE DATA LAKE

Turning Data into an Asset

The world of data has evolved to be incredibly robust, complicated, and ever-growing in size and variety, thus introducing fundamental changes to how organizations leverage data's great potential. However, with great potential comes great challenges; many data enterprises simply are not designed to govern the magnitude of today's data economy. How can organizations not only manage their data, but draw insight from it? **Enter the Data Lake.**

Why The Data Lake?

The Data Lake is a critical stage in the evolution of any organization's growth in making data an asset. Organizations should be able to find, ingest, curate, and query data of all kinds. The Data Lake provides these capabilities and more by democratizing data, thus empowering users to ask the questions businesses need to know, quickly and reliably.

The Data Lake allows data of all types (whether structured from legacy systems or unstructured from newer streaming sources) to live in one location. By performing analysis on the data where it resides, the Data Lake ensures zero-loss of fidelity or integrity via strong master data management tools native to the platform. This combination of processes and functionality allows the Data Lake to offer a "Single Source of Truth" with respect to all data use cases.

Single Source Of Truth At A Fraction

The Data Lake combines a best of breed mix of open-source software with scalable, commodity infrastructure based in the cloud, on-premise, or as a hybrid hosting solution, to offer incredibly cost-effective storage and compute capabilities. By providing resilient data storage with powerful distributed data processing paradigms, the Data Lake is a holistic, enterprise-grade, "One-Stop-Shop" solution for all facets of the data lifecycle including lineage, governance, and data management capabilities.

Compliance Without Complexity

By leveraging native Data Lake tools, enterprise data compliance policies pertaining to data access, lineage, and governance, can be assured via an array of highly accessible, modern, user interfaces. Because it eliminates the traditional obstacles for user success while maintaining both fiscal value as well as organizational value, the Data Lake is the ideal platform for audit, financial, and regulatory use cases.

For More Information:

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