

# PHEMI Central Goes Far Beyond the “Data Lake”

Introducing a powerful, new way to manage your organization's data  
— collect, curate and consume data at speed and scale

PHEMI Central is a fully integrated solution that takes advantage of the power, scalability and flexibility of Hadoop while providing advanced privacy, security, and governance along with powerful enterprise information management capabilities — all built right in.

## Beyond the “Data Lake”

Many big data approaches today just dump data in its native format into a repository, without any oversight or governance. The result is often an incomprehensible “data lake,” with data that's almost impossible to find and retrieve. PHEMI Central's powerful metadata framework automatically indexes and catalogs all of your digital assets, so that you can find them quickly and easily—making sense of the data lake even as it adds privacy, security, and governance to your data to ensure rightful access at speed and scale.

## PHEMI Central Has it All

Other big data platforms may use Hadoop's distributed file system capabilities. But PHEMI Central goes far beyond “plain old Hadoop,” providing a fully integrated solution that combines the Hadoop ecosystem with industry-pioneering approaches to privacy, security, and governance, along with sophisticated indexing, cataloging, and data management features. PHEMI takes the best of big data and traditional enterprise information management—then outstrips them both to offer a robust yet flexible solution for collecting, curating, and consuming sensitive data at scale.

