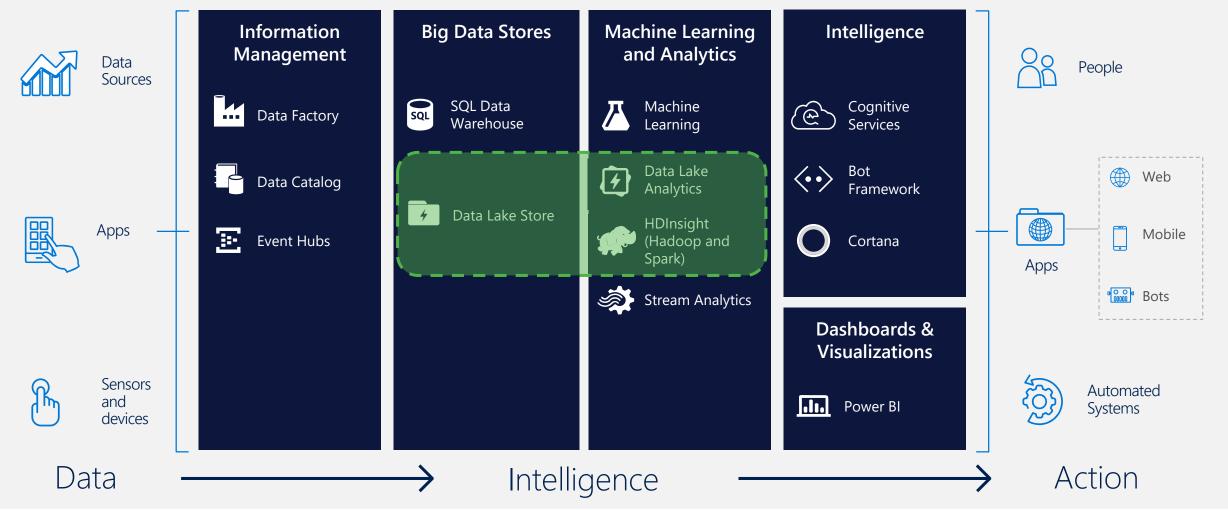
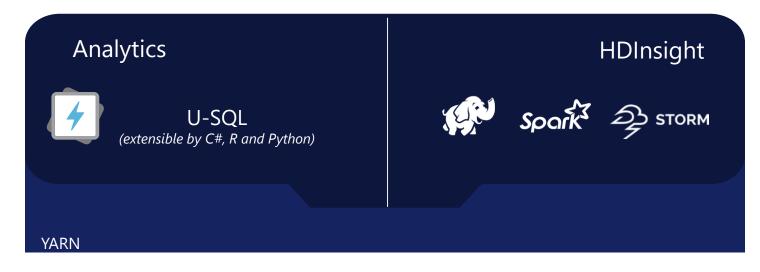


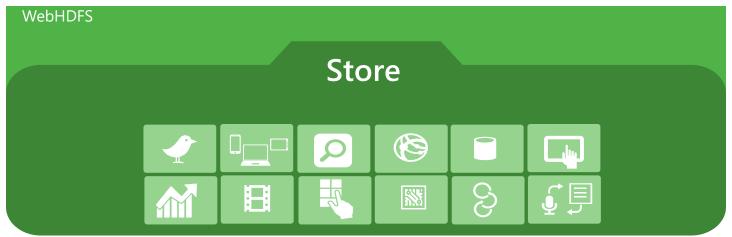
Azure Data Lake as part of Cortana Intelligence Suite





Azure Data Lake







Why data lakes?





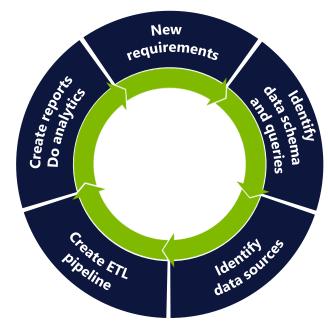
Traditional business analytics process

- 1. Start with end-user requirements to identify desired reports and analysis
- 2. Define corresponding database schema and queries
- 3. Identify the required data sources
- 4. Create a Extract-Transform-Load (ETL) pipeline to extract required data (curation) and transform it to target schema ('schema-on-write')
- 5. Create reports. Analyze data



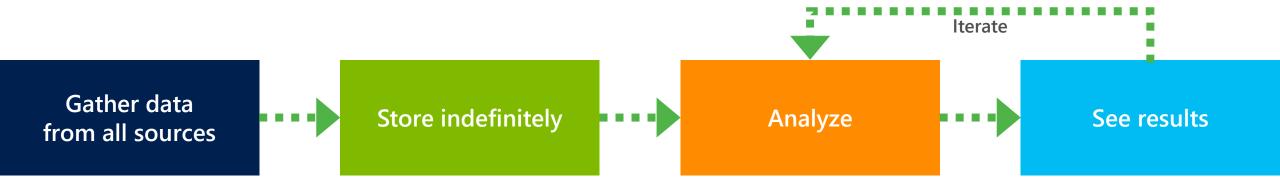
All data not immediately required is discarded or archived





New big data thinking: All data has value

- All data has potential value
- Data hoarding
- No defined schema—stored in native format
- Schema is imposed and transformations are done at query time (schema-on-read).
- * Apps and users interpret the data as they see fit





Data Lake Store: Technical Requirements

	Secure	Must be highly secure to prevent unauthorized access (especially as all data is in one place).
2002	Scalable	Must be highly scalable. When storing all data indefinitely, data volumes can quickly add up
	Reliable	Must be highly available and reliable (no permanent loss of data).
	Throughput	Must have high throughput for massively parallel processing via frameworks such as Hadoop and Spark
	Details	Must be able to store data with all details; aggregation may lead to loss of details.
X	Native format	Must permit data to be stored in its 'native format' to track lineage & for data provenance.
! !	All sources	Must be able ingest data from a variety of sources-LOB/ERP, Logs, Devices, Social NWs etc.
	Multiple analytic frameworks	Must support multiple analytic frameworks—Batch, Real-time, Streaming, ML etc. No one analytic framework can work for all data and all types of analysis.



Azure Data Lake Store Overview

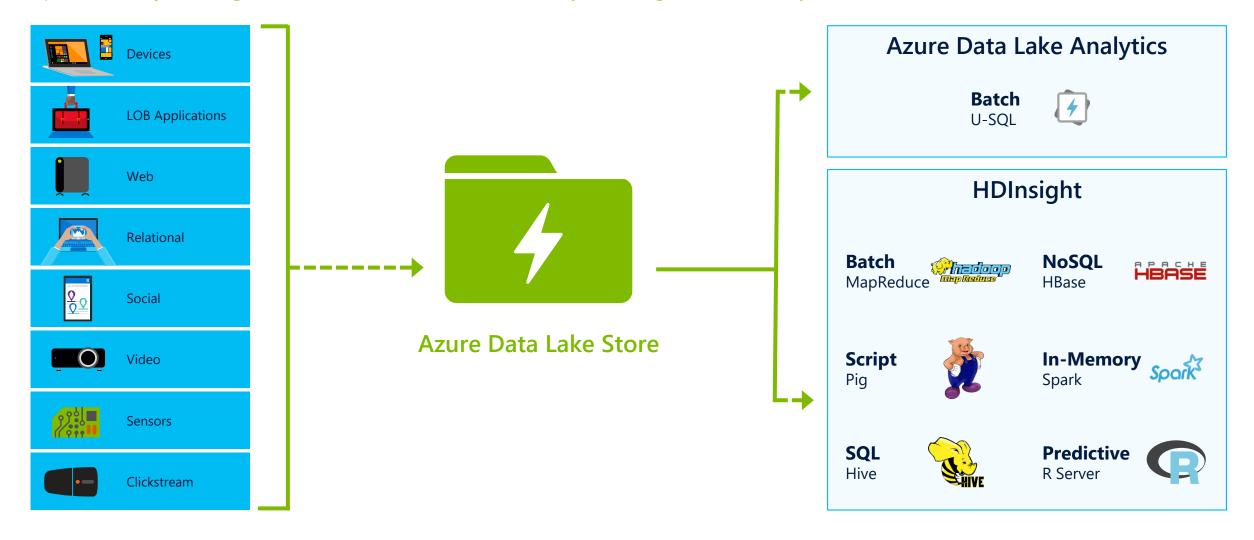






Big Data analytics workloads

A highly scalable, distributed, parallel file system in the cloud specifically designed to work with a variety of big data analytics workloads



Scale, performance, reliability

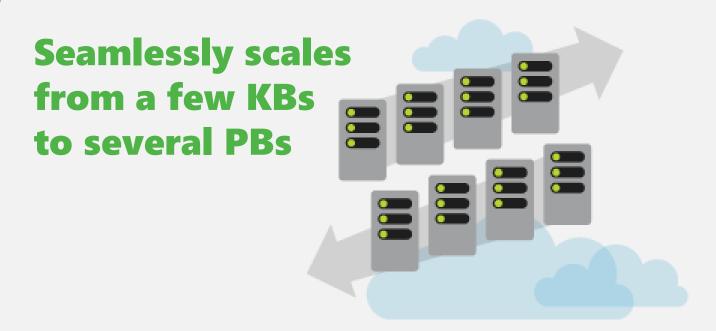




Azure Data Lake Store: no scale limits

Azure Data Lake Store integrates with Azure Active Directory (AAD) for:

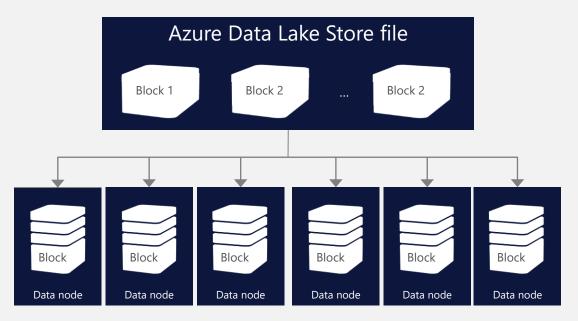
- 4 Amount of data stored
- How long data can be stored
- Number of files
- Size of the individual files
- Ingestion throughput





ADL Store Unlimited Scale – How it works

- * Each file in ADL Store is sliced into blocks
- Blocks are distributed across multiple data nodes in the backend storage system
- With sufficient number of backend storage data nodes, files of any size can be stored
- Backend storage runs in the Azure cloud which has virtually unlimited resources
- Metadata is stored about each file No limit to metadata either.

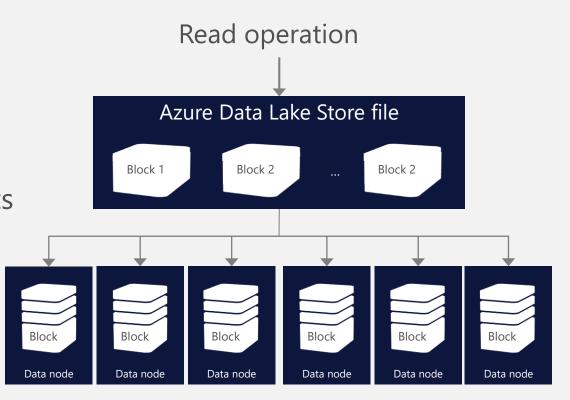


Backend Storage



ADL Store offers massive throughput

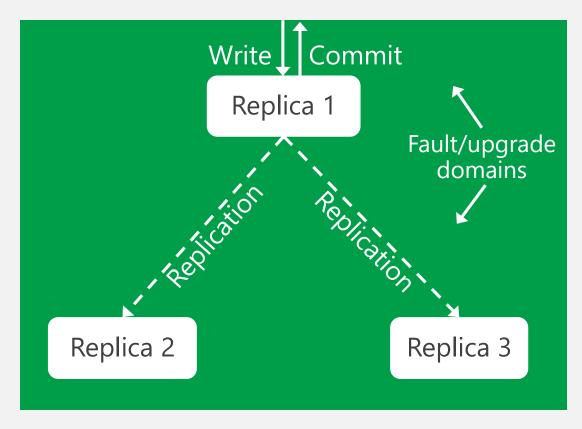
- Through read parallelism ADL Store provides massive throughput
- Each read operation on a ADL Store file results in multiple read operations executed in parallel against the backend storage data nodes



Backend storage

ADL Store: high availability and reliability

- * Azure maintains 3 replicas of each data object per region across three fault and upgrade domains
- Each create or append operation on a replica is replicated to other two
- Writes are committed to application only after all replicas are successfully updated
- Read operations can go against any replica

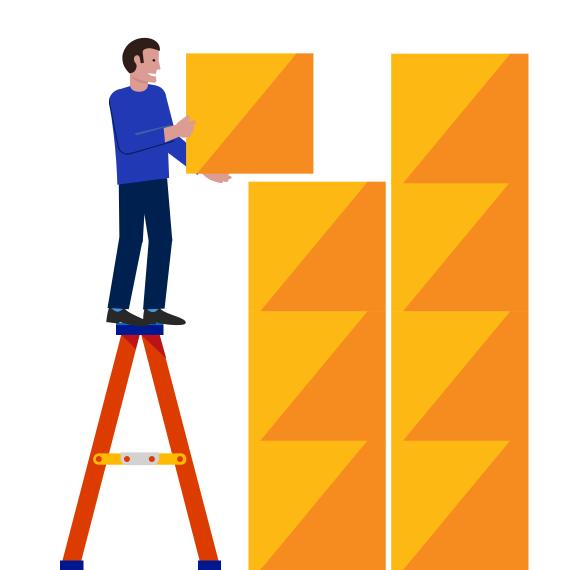


Data is never lost or unavailable even under failures



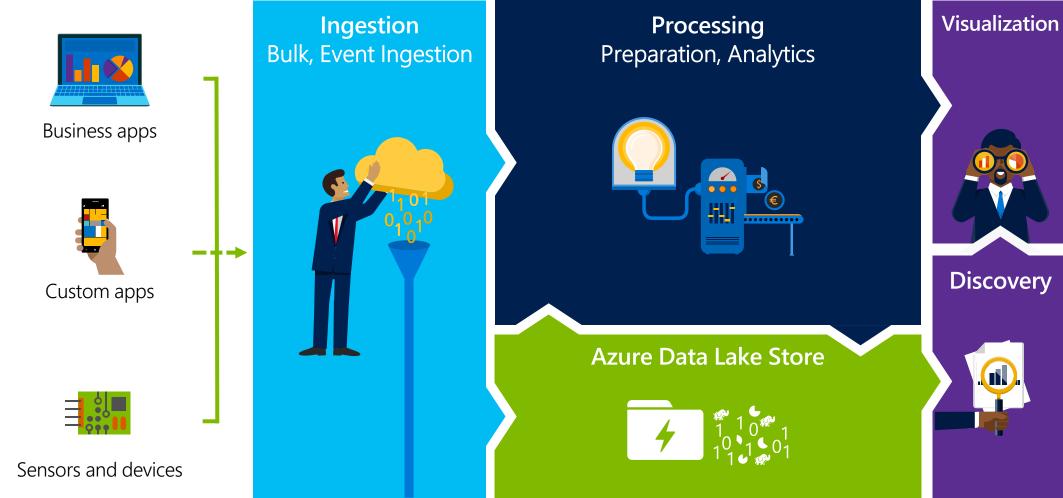
The building blocks

Ingestion, processing, egress, visualization, and orchestration tools





Big Data Flow





Ingestion tools – Getting started

Data on your desktop



Azure Portal

Easy to use
Good for small
amount of data
Analyzing data
using Portal



PowerShell

Upload file and folders

Control

parallelism

Control format of upload

Need to use other services



ADL Tools for Visual Studio

Integrated experience

Drag-and-drop

Programmatic Analytics



CLI

Linux, Mac

Most features of
PowerShell

Data located in other stores



Azure Data Factory

Copy Wizard for intuitive one-time copy from multiple sources



AdlCopy

Copy data easily from Azure Storage at least cost



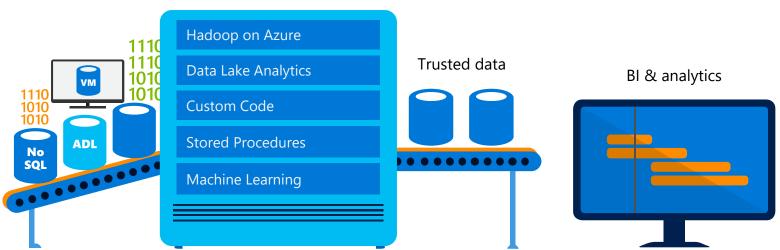
OSS tools on HDI

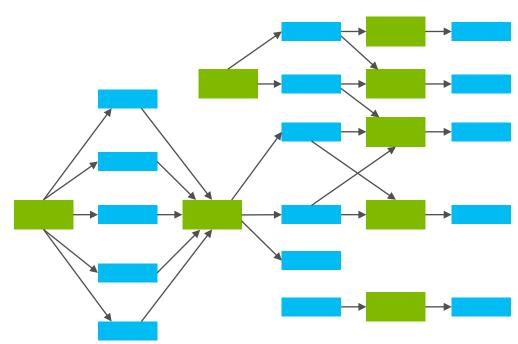
Distcp, Sqoop
If analyzing data
using HDInsight

Azure Data Factory

Compose, orchestrate & monitor data services at scale

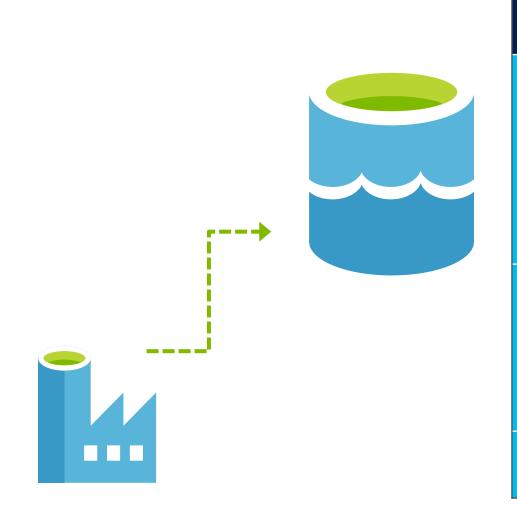
- Fully managed service
- Any data on-premises or in the cloud
- Single pane of glass management
- Global service infrastructure
- Cost Effective





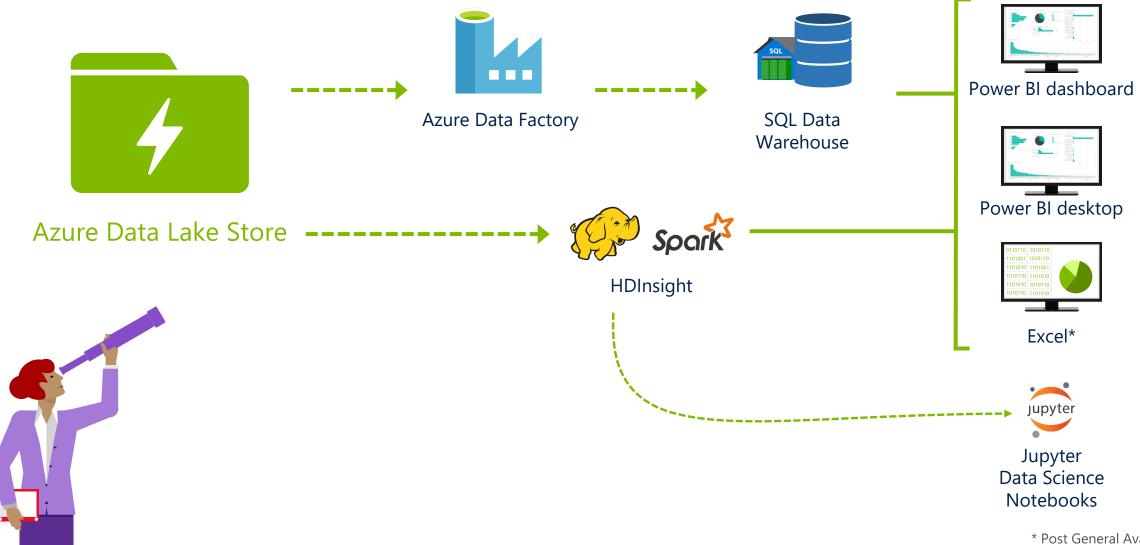
Azure Data Factory

Connects ADL Store out-of-the-box to all your stores



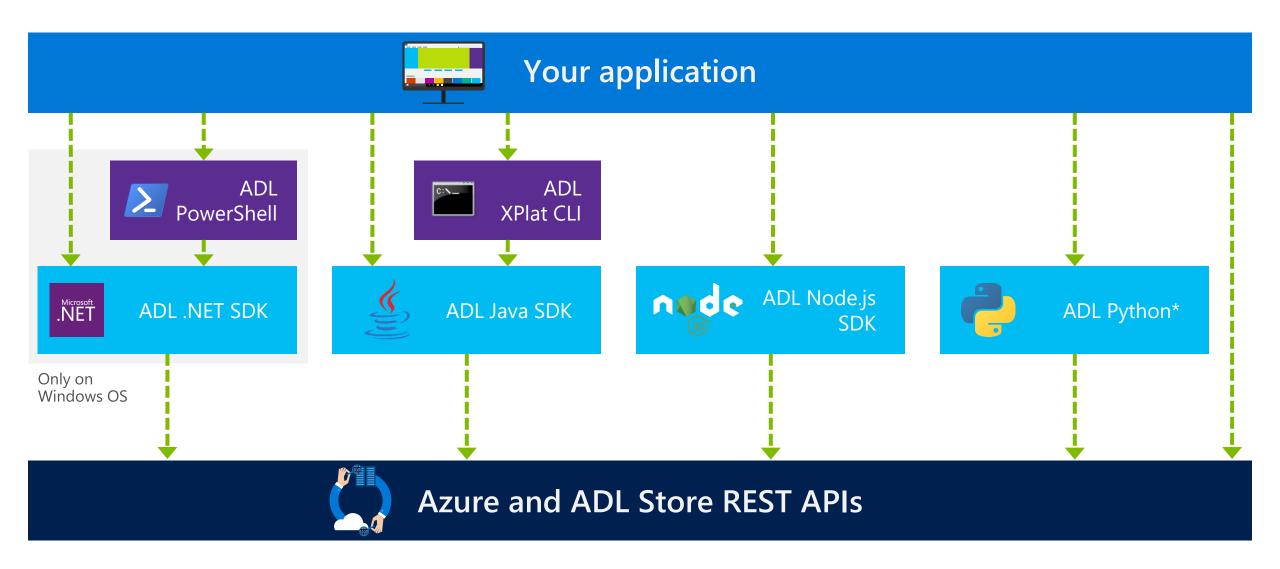
Category	Data store	Supported as source	Supported as sink
	Azure Data Lake Store	•	•
	Azure Blob storage	•	•
Azure	Azure SQL Database	•	•
Azure	Azure SQL Data Warehouse	•	•
	Azure Table storage	•	•
	Azure DocumentDB	•	•
	SQL Server*	•	•
	Oracle*	•	•
Databases	MySQL*	•	
	DB2*	•	
	Teradata*	•	
File	HDFS*	•	
riie	Others	•	

Visualizing data



^{*} Post General Availability

Customizing using SDKs/APIs



Building pipelines - Management and orchestration

Out-of-the-box tools



Azure Data Factory

First-class support



Azure Stream Analytics

Seamlessly stream data



OSS tools

Supports OSS tools



PowerShell

Management with Workflow & Script Runbooks

Custom tools



ADL Store SDK

Available in multiple languages



REST APIs

For unsupported languages and platforms

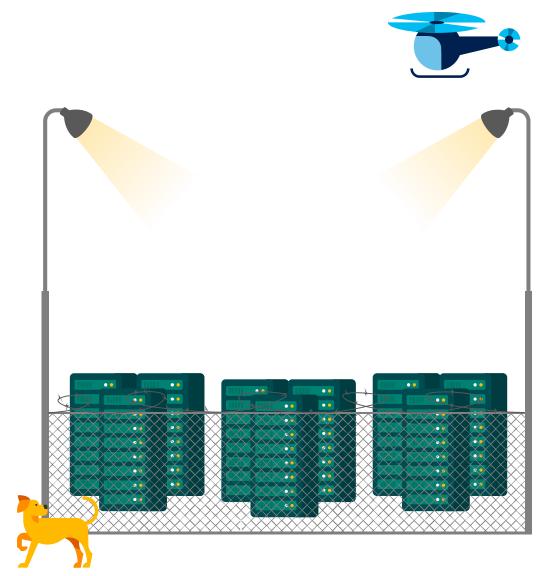
Security





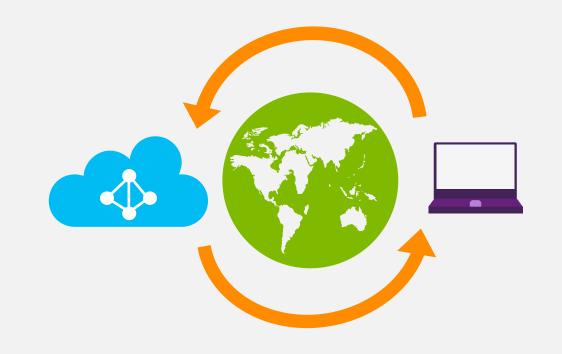
Security features

Identity Management & Authentication	Azure Active Directory
Access Control & Authorization	Azure RBAC for Account Management File & Folder level POSIX ACLs
Auditing	Azure Diagnostic Audit Logs
Data Protection & Encryption	Encryption on the wire using HTTPS Transparent Service side encryption using service & customer managed keys



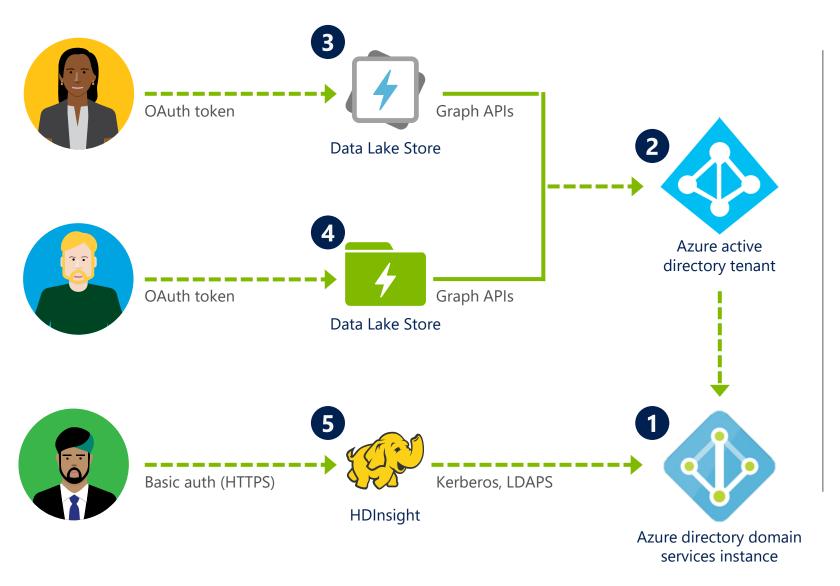
ADL Store Security: AAD integration

- Multi-factor authentication based on OAuth2.0
- Integration with on-premises AD for federated authentication
- Role-based access control
- Privileged account management
- Application usage monitoring and rich auditing
- Security monitoring and alerting
- Fine-grained ACLs for AD identities





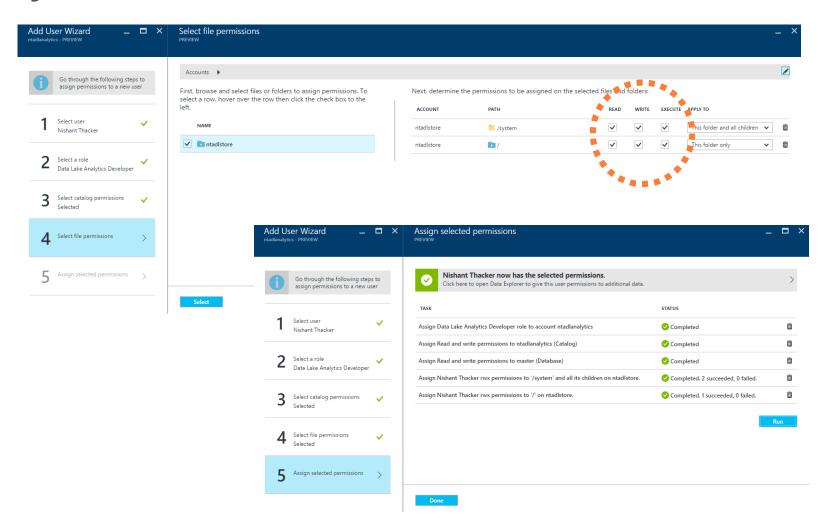
Leveraging Azure Active Directory



- Create ADDS instance in separate VNET
- 2 Add users to AAD Tenant
- 3 Add users to ADLA RBAC roles
- Add users to ADLS RBAC roles & file system ACLs
- Join HDInsight cluster to ADDS instance

ADL Store security: Role-based access

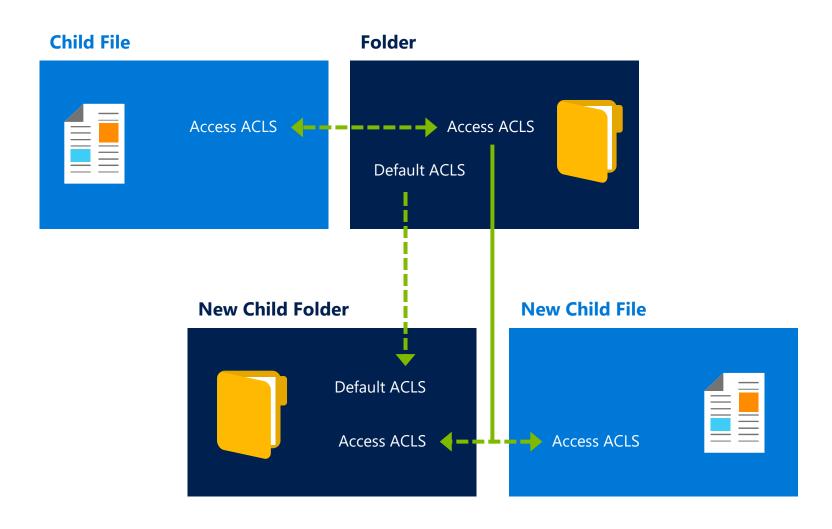
- Each file and directory is associated with an owner and a group
- Files or directories have separate permissions (read(r), write(w), execute(x)) for owners, members of the group, and for all other users
- Fine-grained access control lists (ACLs) rules can be specified for specific named users or named groups



Granular control of file and folder access

POSIX-Style ACLs with full compatibility with HDFS/WebHDFS

- Generate default ACLs for files and folders
- Customize for fine-tuned control
- Access ACLs control how a user can access to the file or folder
- Default ACLs used to construct the Access ACL of new children
- Default ACLs copied to the Default ACL of new child folders

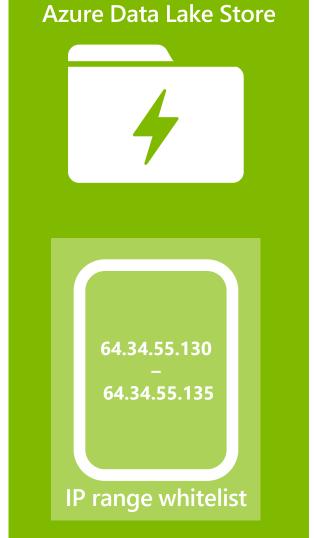


IP address ACLs

- Access rights based on IP range
- Applies to traffic from inside or outside Azure
- Cannot be used to filter VNETs

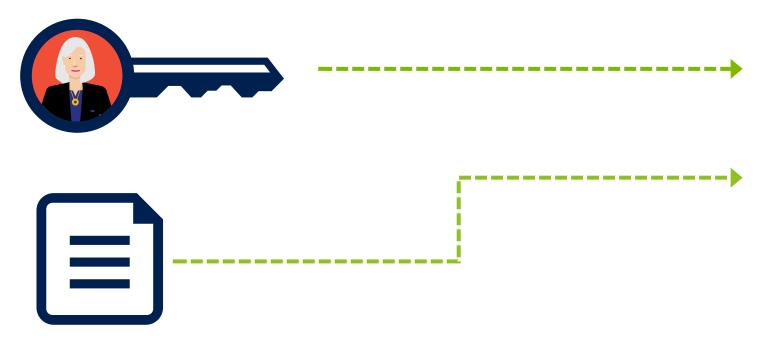


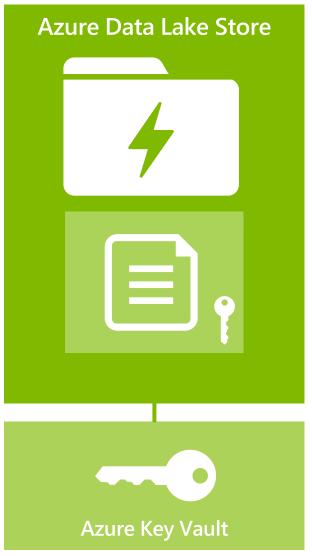




Encryption of data at rest*

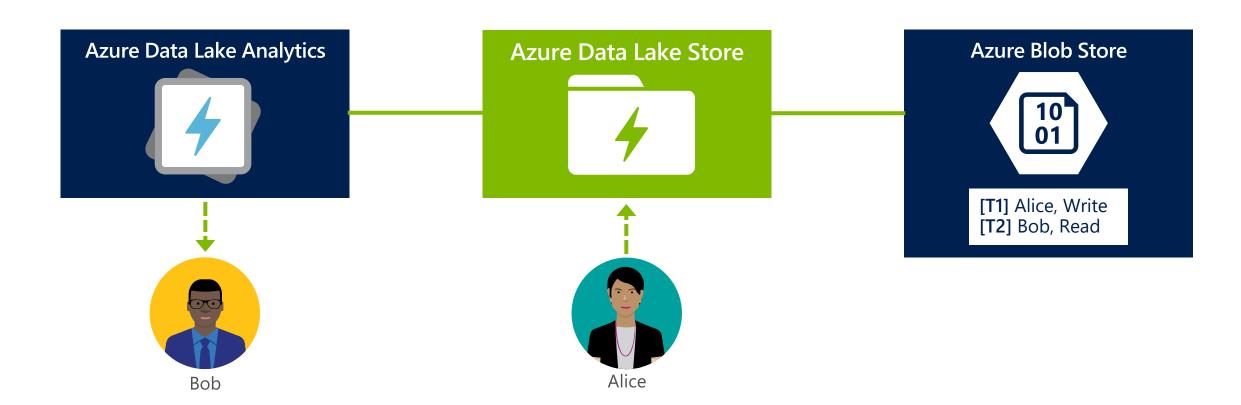
- Provides transparent server-side encryption
- Choice made at account creation to enable encryption
- Service managed keys or user managed keys



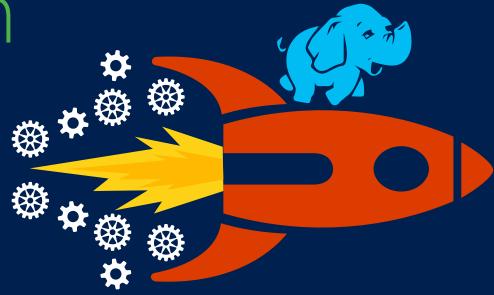


Audit logs for data access

- Logs are available in JSON format
- ★ Sample U-SQL scripts are available on <u>GitHub</u> to-read logs.
- Enhancement to logs will continue through GA



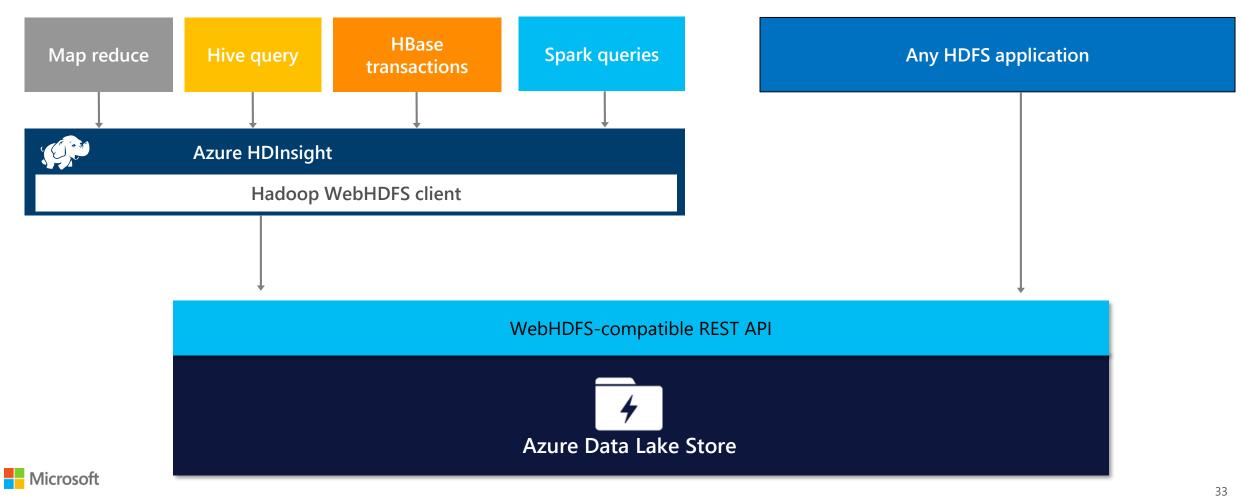
ADL Store Hadoop integration





ADL Store is HDFS-compatible

With a WebHDFS endpoint Azure Data Lake Store is a Hadoop-compatible file system that integrates seamlessly with Azure HDInsight



ADL Store: ingress and egress







ADL Store: Ingress

On-premises databases

Microsoft

Data can be ingested into Azure Data Lake Store from a variety of sources SQL Azure SQL DB ADL built-in copy service Azure Data Factory Hadoop DistCp Azure Data Factory Azure Storage Blobs Azure SQL DW **ADL Store** .NET SDK CLI **Azure Portal** Azure PowerShell Azure tables Azure Stream Analytics

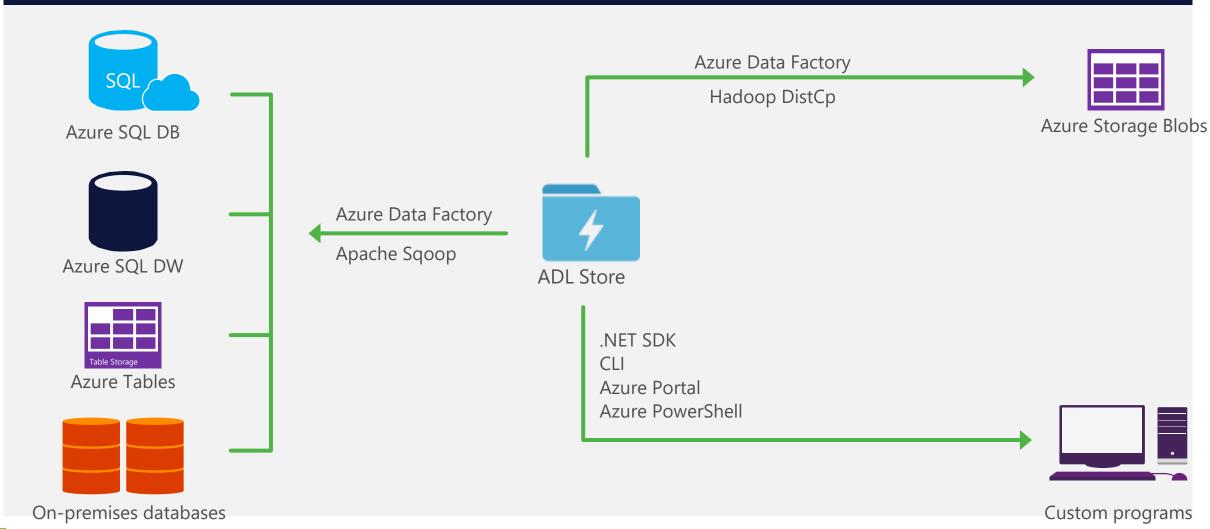
Azure Event Hubs

Custom programs

ADL Store: Egress

Microsoft

Data can be exported from Azure Data Lake Store into numerous targets/sinks

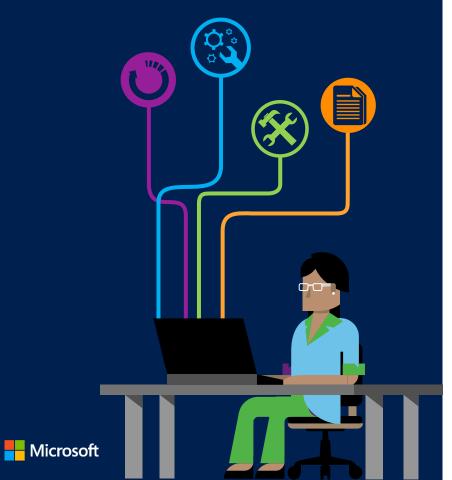


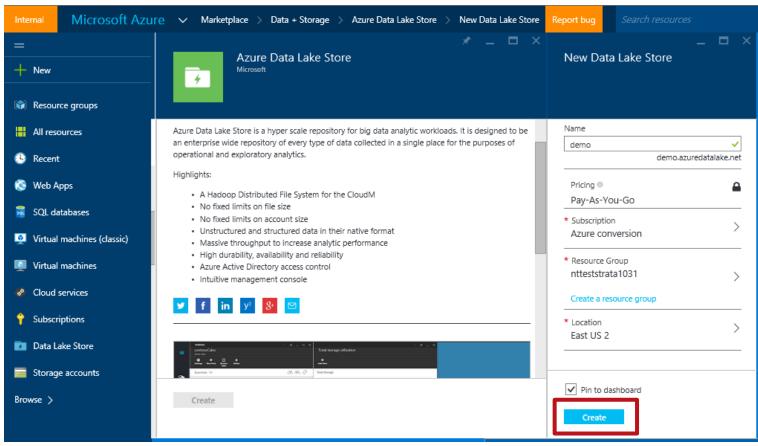
ADL Store: Azure Portal integration





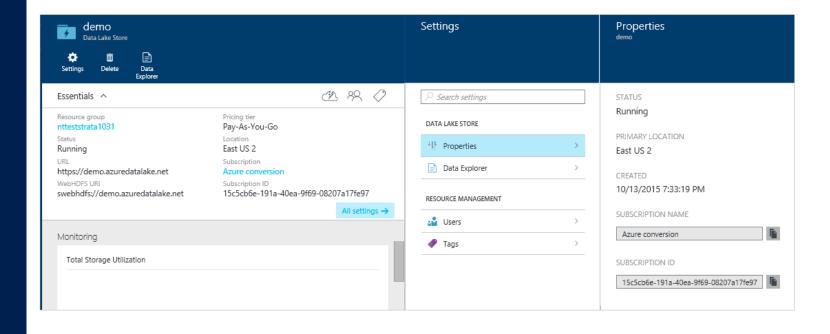
Creating a new ADL Store





ADL Store: Properties

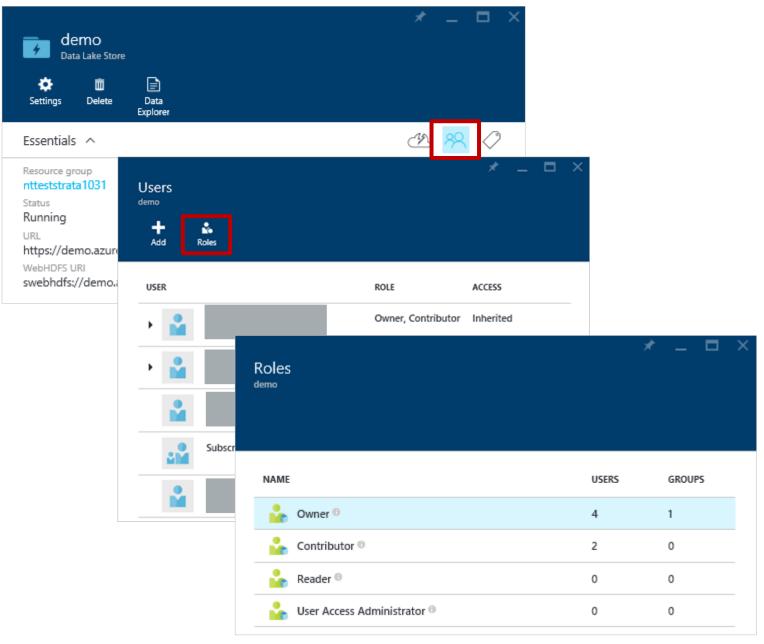






Viewing Users and their Roles & Privileges





Adding Users

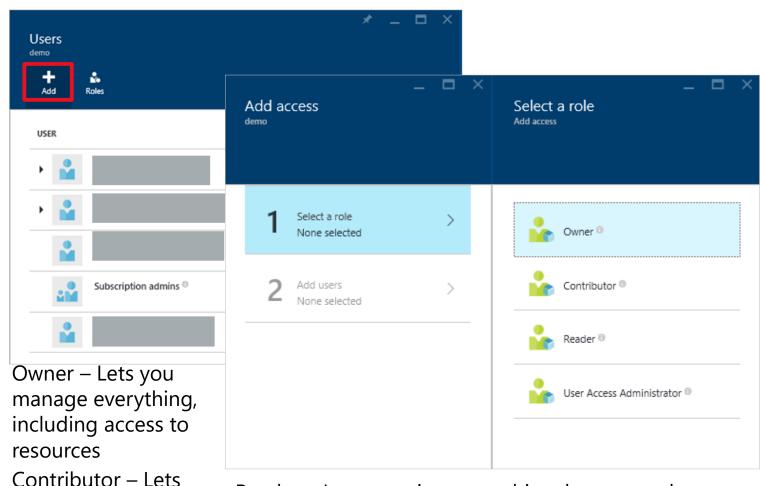


you manage

everything, except

access to resources

A new user can be added in the role of Owner, Contributor, Reader or User Access Administrator



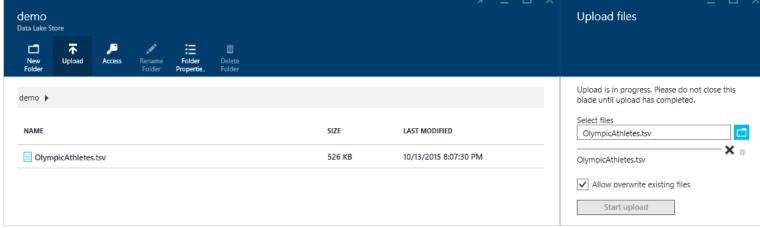
Reader – Lets you view everything, but not make changes

User Access Administrator – Lets you manage user access to Azure resources

File Upload

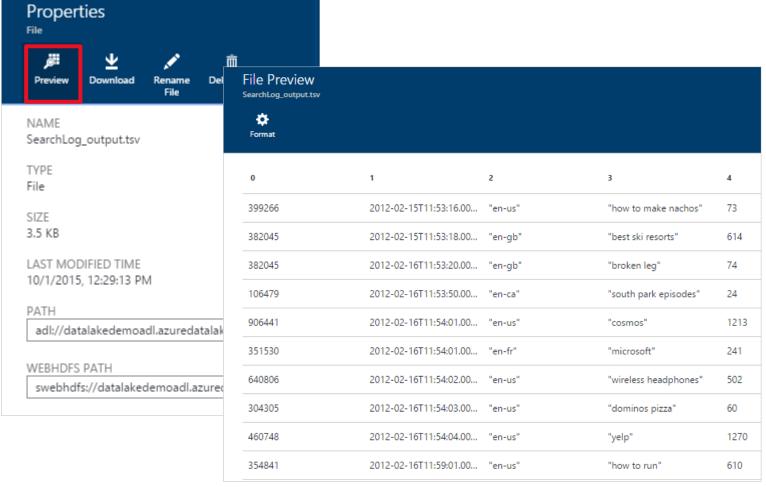


Azure Portal lets you upload files directly to ADL Store



File Preview



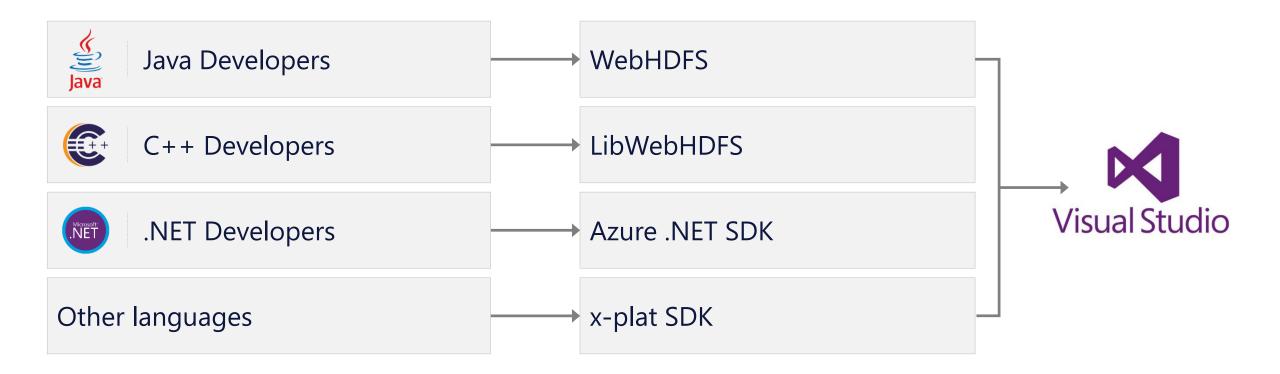


- Input and output files can be previewed directly in the portal without having to download them.
- * The preview shows the first few rows.
- Column numbers are automatically assigned
- Understands CSV and TSV formats.



App Development – Languages and Tools

Azure Data Lake Store supports multiple languages for application development



Note: If you are using Hadoop (Map Reduce programs or Hive or HBase) or Spark, then you will not be programming directly to the Azure Data Lake Store as they all will transparently access Azure Data Lake Store under the covers.

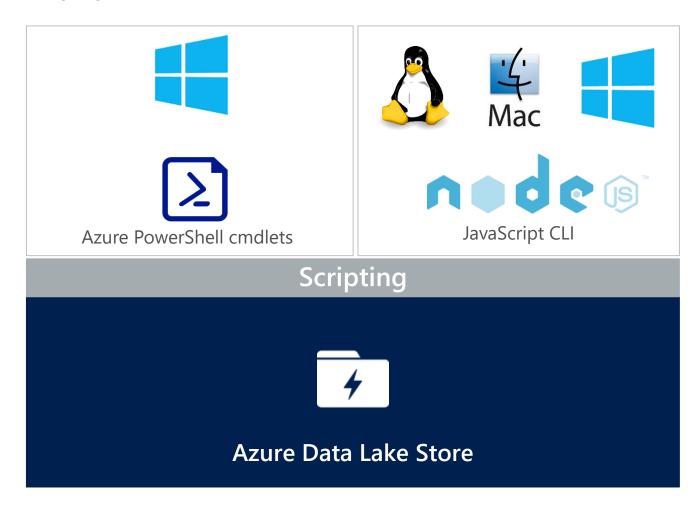


Developing scripting applications

Provides native Windows and cross-platform (Mac, Linux) scripting experience

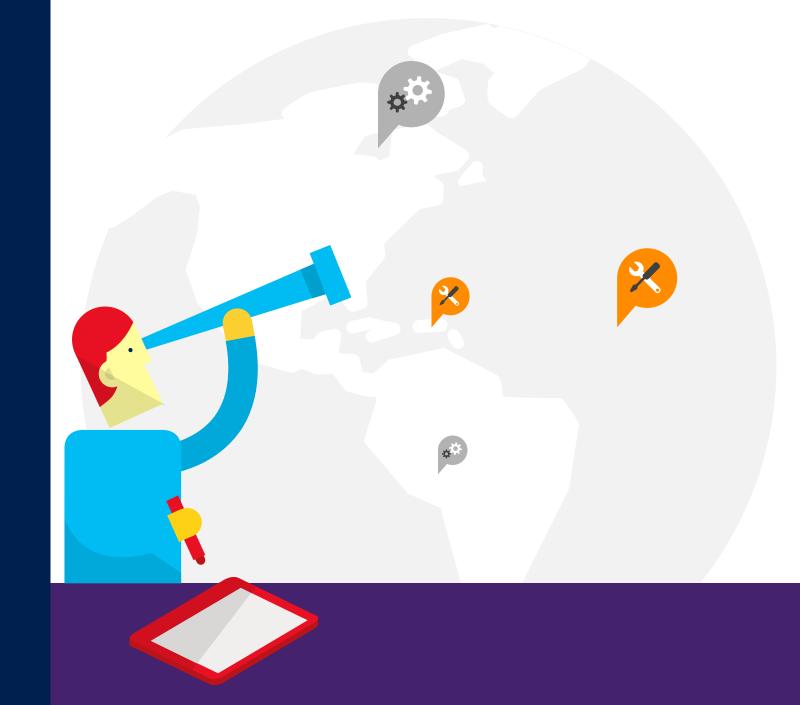
Scripting operations include

- Create new directories
- Listing the contents of a directory
- Upload files to directory
- Delete files/directories
- Rename files/directories
- **/** ...



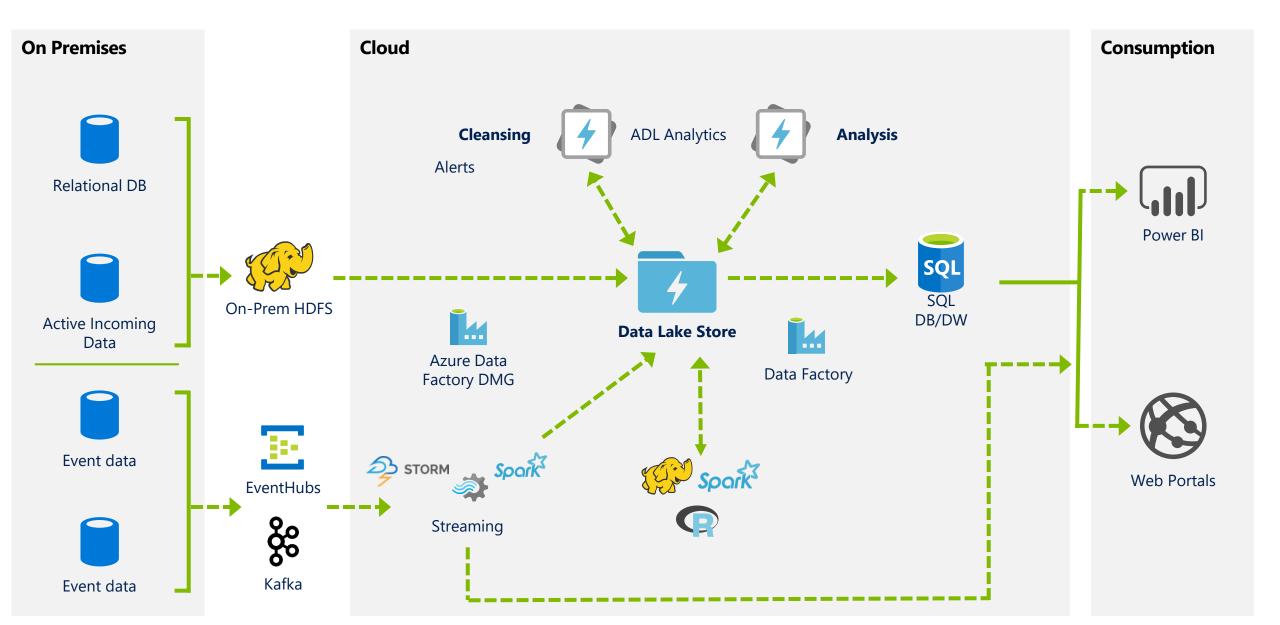


Implementation Common customer patterns





Lambda architecture



ADL Store Costs





Costs breakdown by stage

Ingestion

Number of write transactions

Storage

Data stored per month

Processing

Number of read transactions Number of write transactions

Egress

Number of read transactions

Get all the advantages of ADL Store with cost concepts you are familiar with



Get started today!

For more information visit: http://azure.com/datalake



