



Architecting your Data-Driven Future

 @isanuage

# Achieving Agility and Scale for Your Data Lake

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# Poll

- Who's using Talend Big Data today?
- Who has a data lake in production?
- Who is deploying or planning a data lake project within 12 months?
- Who is implementing a data lake in the Cloud?

# Digital Transformation is no Longer an Option Are You Prepared?

**By end  
2017, > 70%  
of G500**

**By 2020,  
50% of the  
G2000**

**But only  
26% of  
Organizations**



# The Data Lake is the New Digital Backbone



- Break down data silos
- Structured and unstructured
- Granular data
- Machine learning

# Why Create Data Lakes?



# Why Create Data Lakes?



The diagram features a large iceberg floating in a blue ocean. The visible tip of the iceberg is white and jagged, while the much larger submerged portion is blue and smooth. To the left of the iceberg, the text 'Business Value' is written vertically. To the right of the iceberg, there are two sections of text: 'Reduce costs' and 'Generating new opportunities', each followed by a bulleted list of benefits.

**Business Value**

**Reduce costs**

- Offload EDW
- Cheaper storage
- Access to archived data

**Generating new opportunities**

- Customer acquisition, retention..
- Real-time engagement
- Pricing optimization
- Demand forecasting
- Risk and fraud
- Predictive maintenance
- Smart products...



# Challenges



**DATA  
LAKES**

**How to achieve  
Agility & Scale?**



**Complex  
Technology**

**Limited  
Access**

**Data  
Swamps**

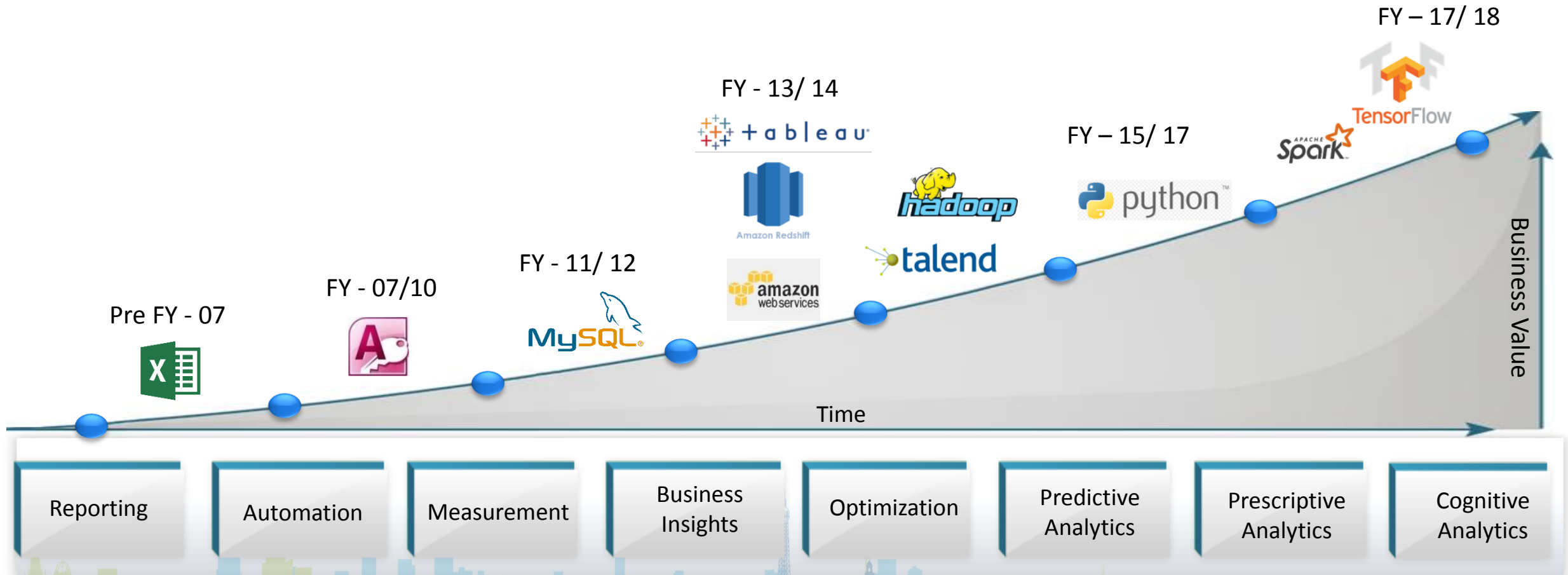


# People Doing it the OLD Way...





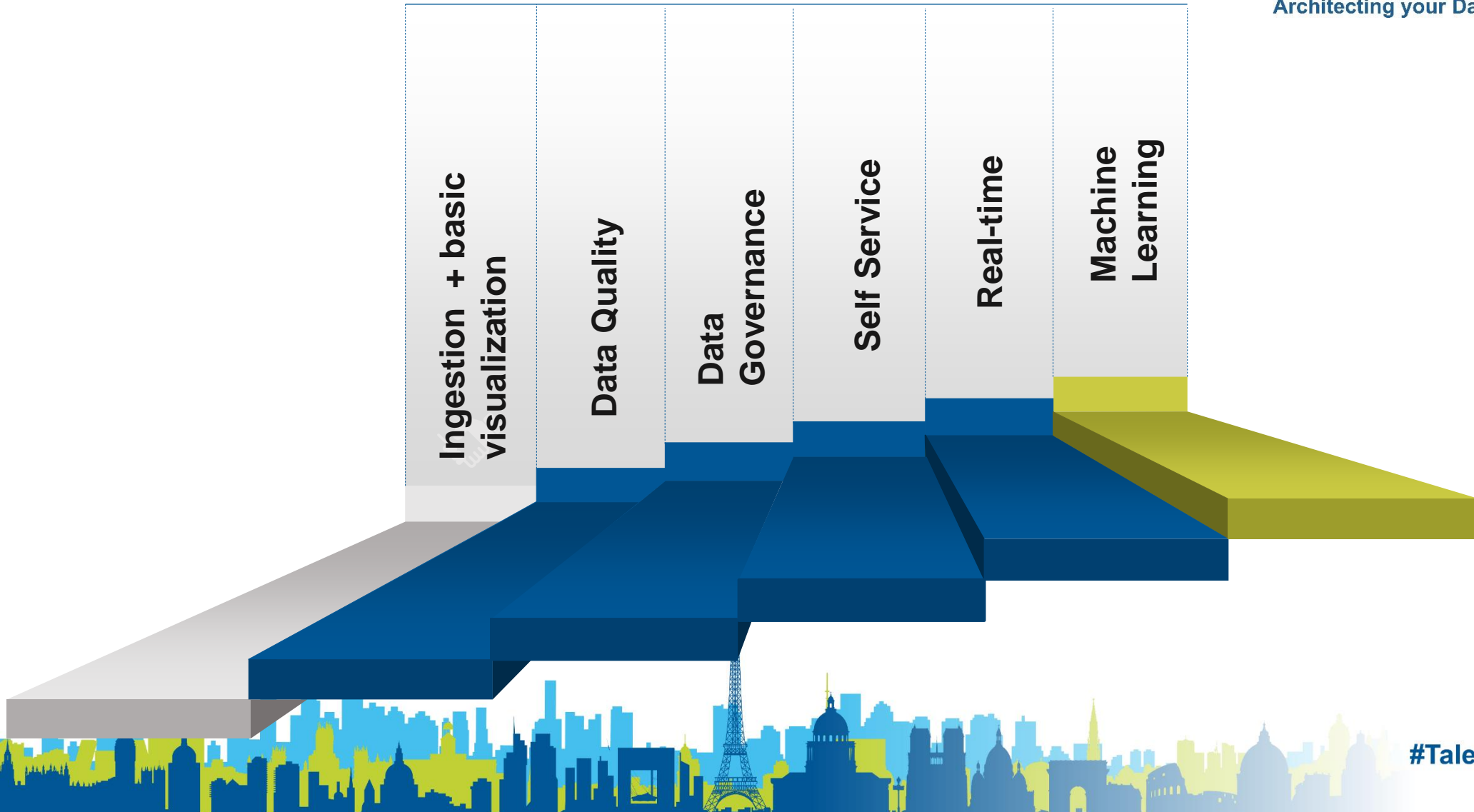
# Change is the Only Constant



# The Agile Data Lake

- 
- Any innovation
  - Any platform
  - Any use case
  - Any speed
  - Any user

# The Path to Agility



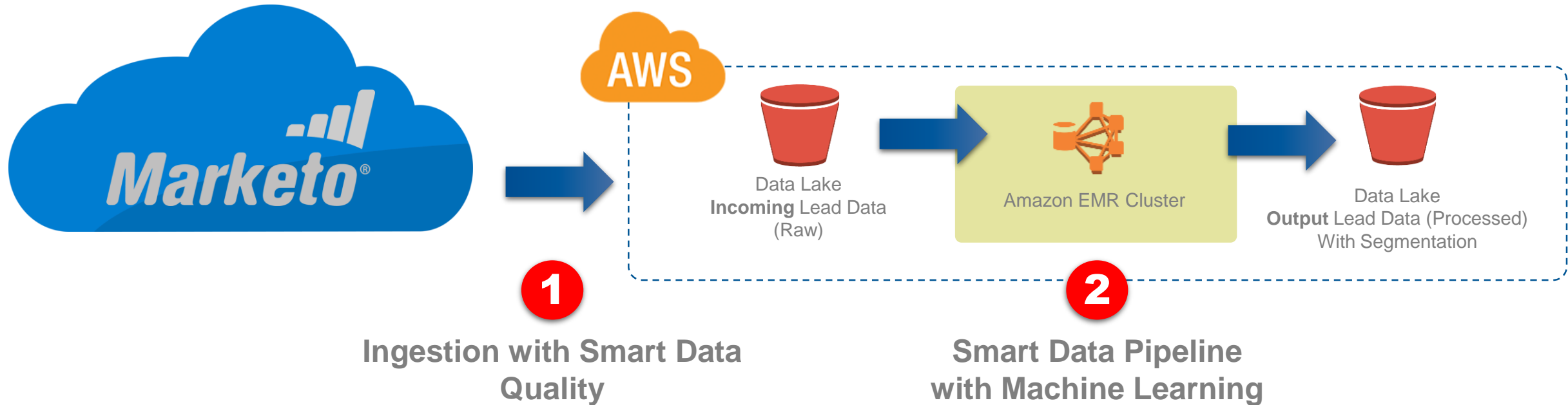
# Examples

Smart Data Quality

Smart Data Pipelines

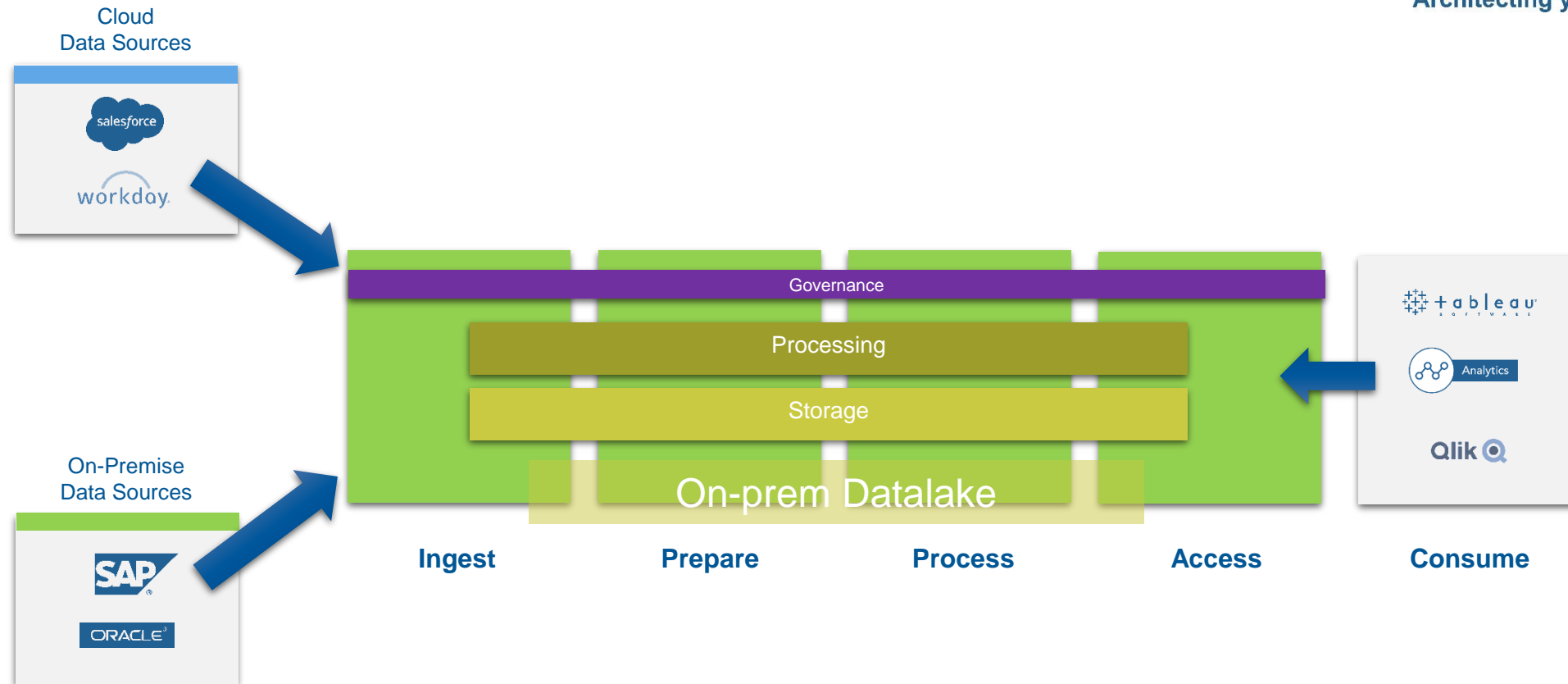


# Demo flow

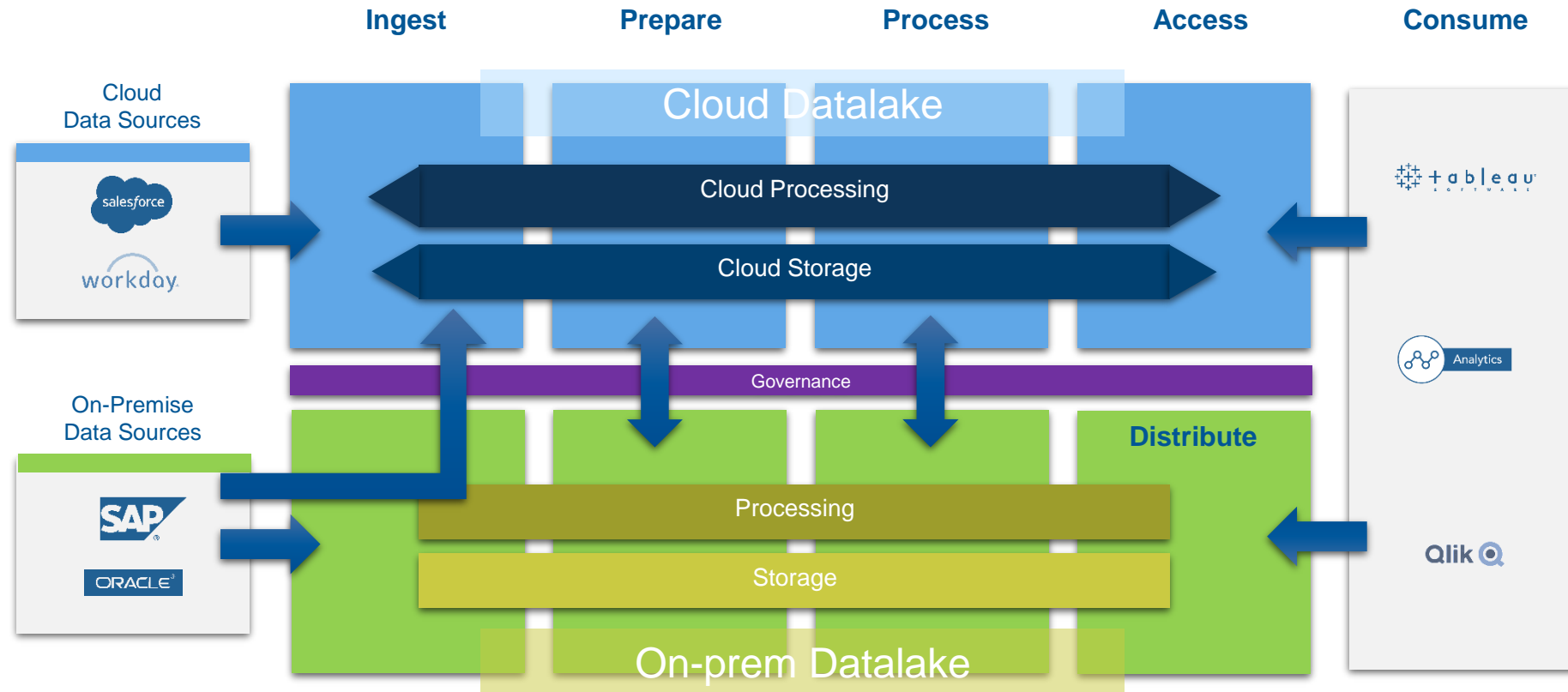


# Architecture Guidelines

# On-premise Data Lakes

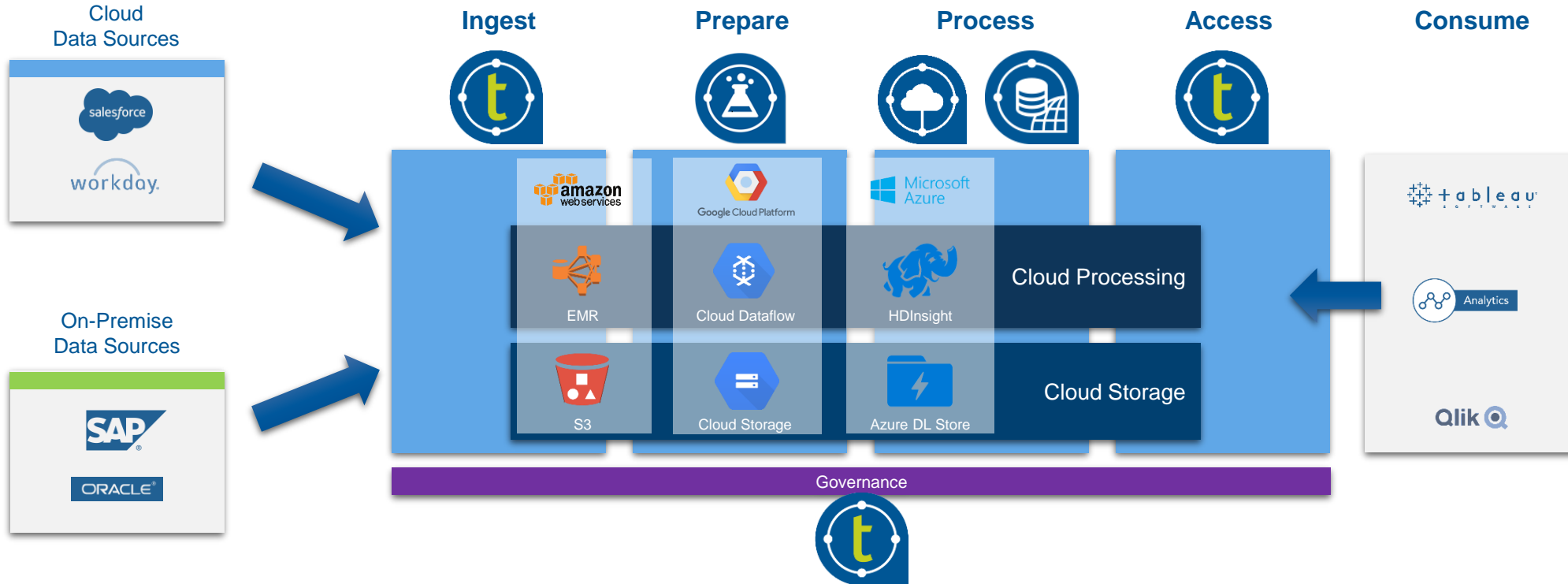


# Hybrid Data Lakes

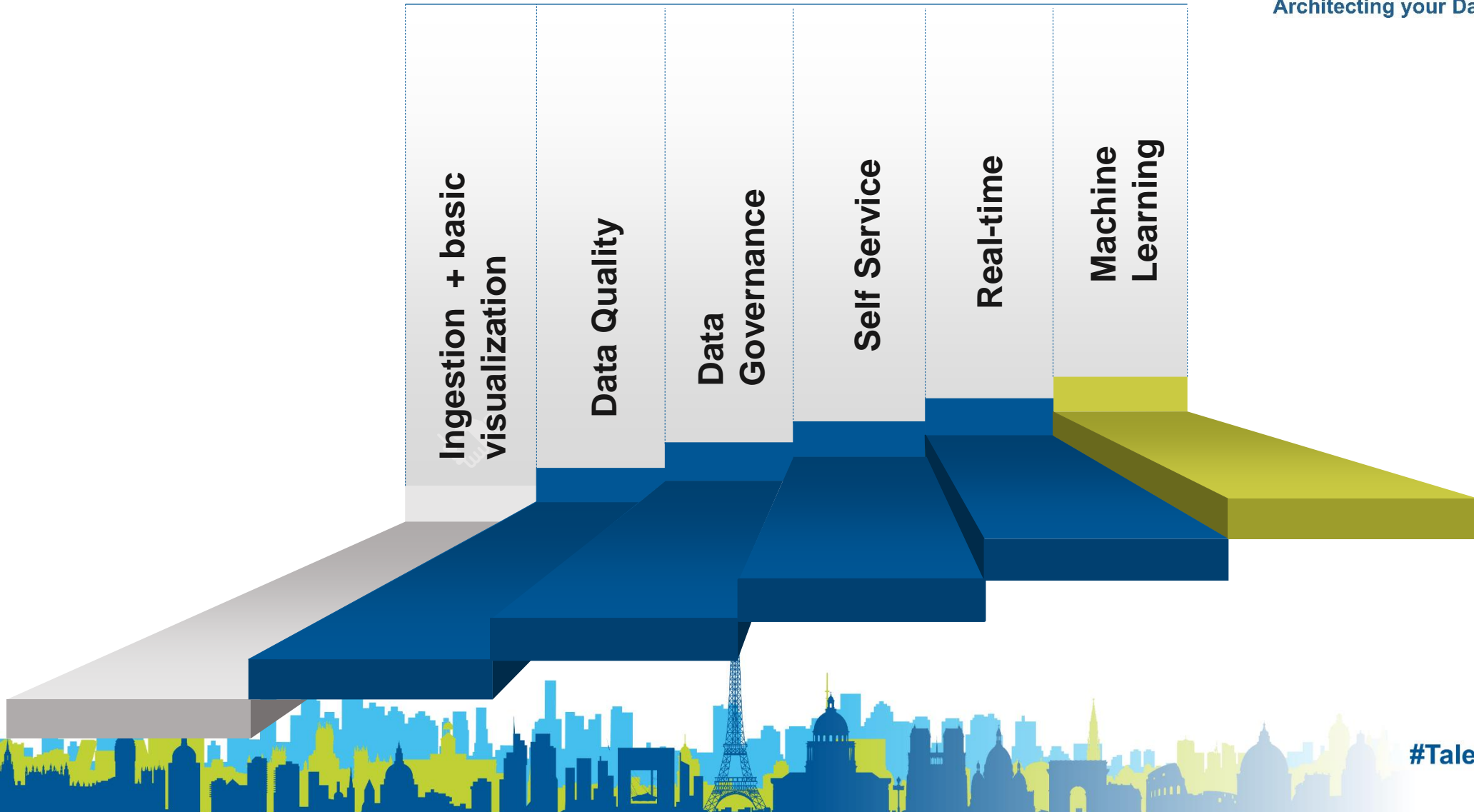




# Cloud Data Lakes – A Concrete Example



# The Path to Agility



# Deliver Value Along The Way



Start with quick wins & business outcome in mind



Get a cadence of constantly delivering value



Focus on game changer value drivers



Get the company onboard



**DON'T FORGET to SHARE**  
your **#TalendConnect**  
**EXPERIENCE on SOCIAL MEDIA !**

Be Eligible to Win Prizes at the End of the Show!

