Accelerate your Data Lake Journey

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| Use Case	Optimization Method	Benefits
Active Archive	Move ageing data onto Hadoop	- Free up EDW disk usage and storage costs - Greater historical data to analyze
ETL Offload (Extract, Transform & load)	Move staging data and ETL onto Hadoop and send results to traditional EDW tables	- Reduce EDW compute and disk usage - Faster ETL (orders of magnitude) - Faster BI queries
Interactive BI (Business Intelligence)	Move interactive analytics and reporting to Hadoop	- Elimination or avoidance of expensive EDW appliance

Active Archive
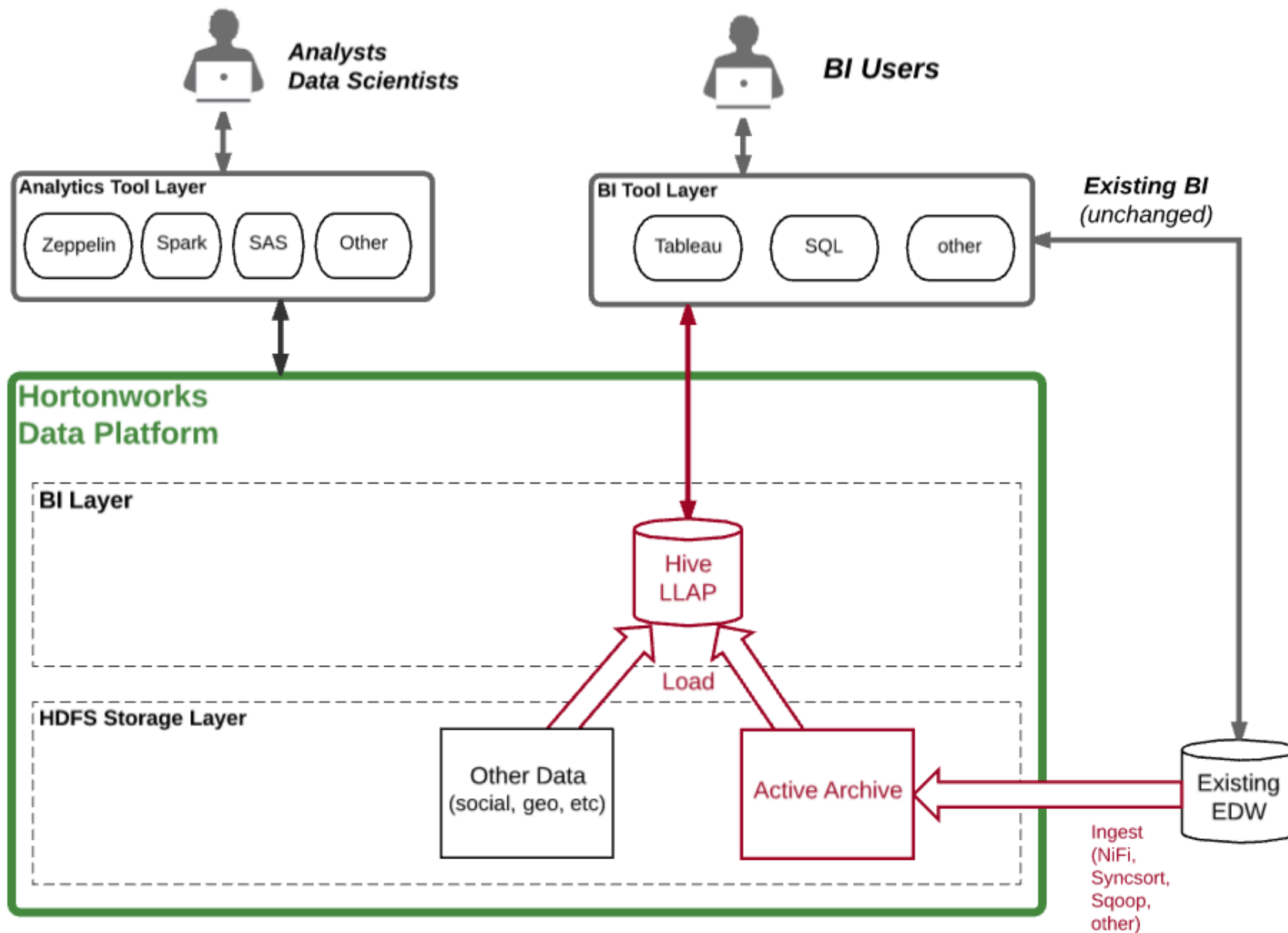
Business Value:

- ***Aged data*** from EDW is now ***stored more cheaply***

- ***Aged data*** from archival systems like tape are now ***accessible to querying***

- ***EDW data*** is now ***combined*** with new data sources (like geospatial, social or clickstream) in the lake. The combination of these sources allow ***greater analytical capabilities*** like enriched data or customer 360 analysis for both BI users and data scientists.

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ETL Offload
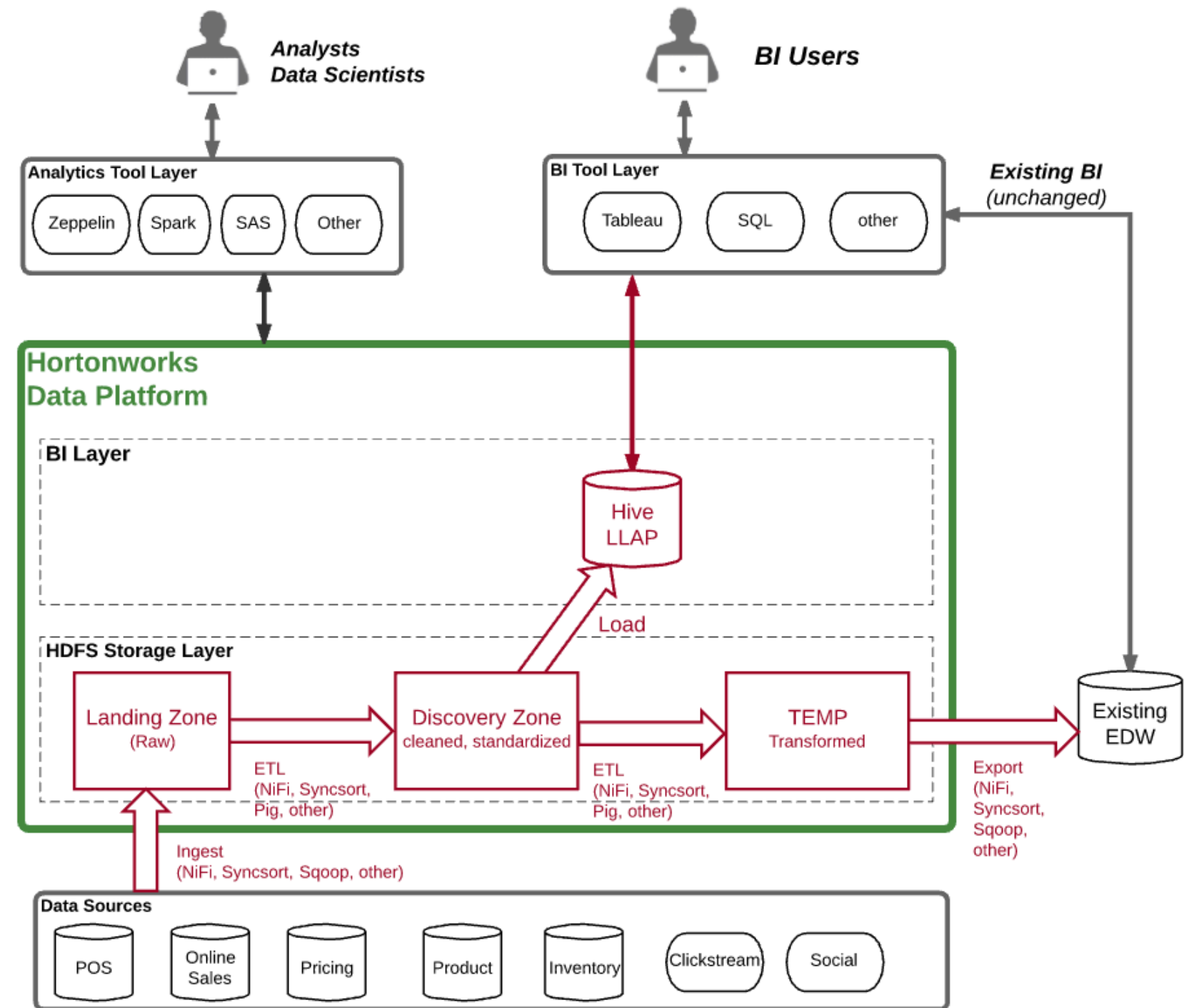
Business Value:

- ***ETL is significantly faster*** on Hadoop because of parallel batch processing. ETL times are reduced from parts of days to minutes or hours.

- ETL is removed from existing EDW. This ***frees significant CPU*** resulting in noticeably ***faster BI queries*** making BI users happier.

- ***Raw data*** is centralized in the lake, available to data scientists and for repurposing in other use cases. Raw data is retained because storage is cheap.

- ***New (EDW) data sources*** are ***ingested*** to the lake, leading to greater analytical capabilities as described above.

Interactive BI: OLAP on Hadoop
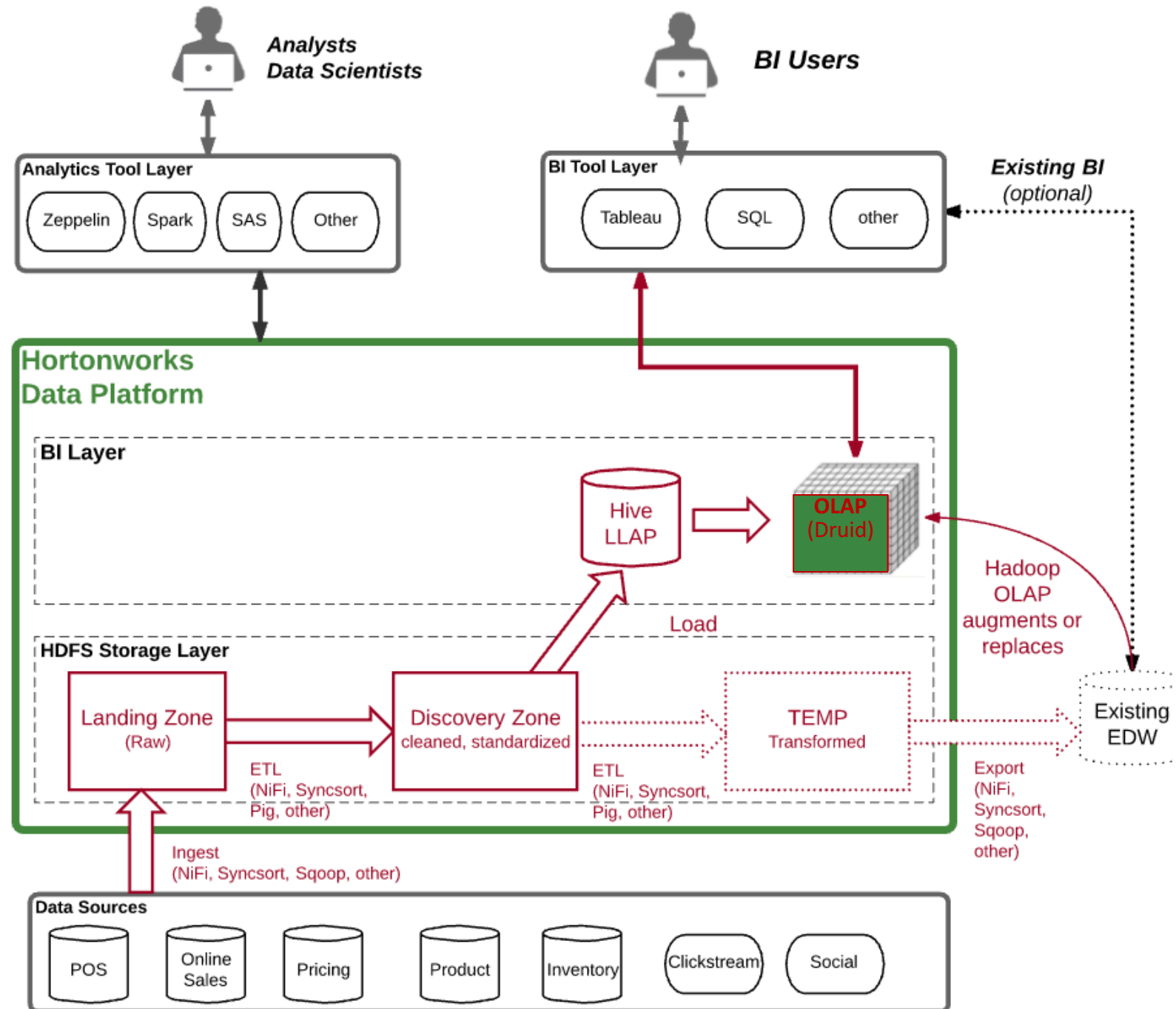
Business Value:

- ***Same as previous use case***

- OLAP queries are run directly against data in the lake. ***OLAP in the lake*** can be against larger volumes of data than traditional OLAP and can include ***enriched data*** and ***new data sources*** (e.g. geolocation, social, clickstream).

- OLAP in the lake can ***replace*** or prevent implementation of ***expensive*** and constrained traditional ***OLAP systems***.
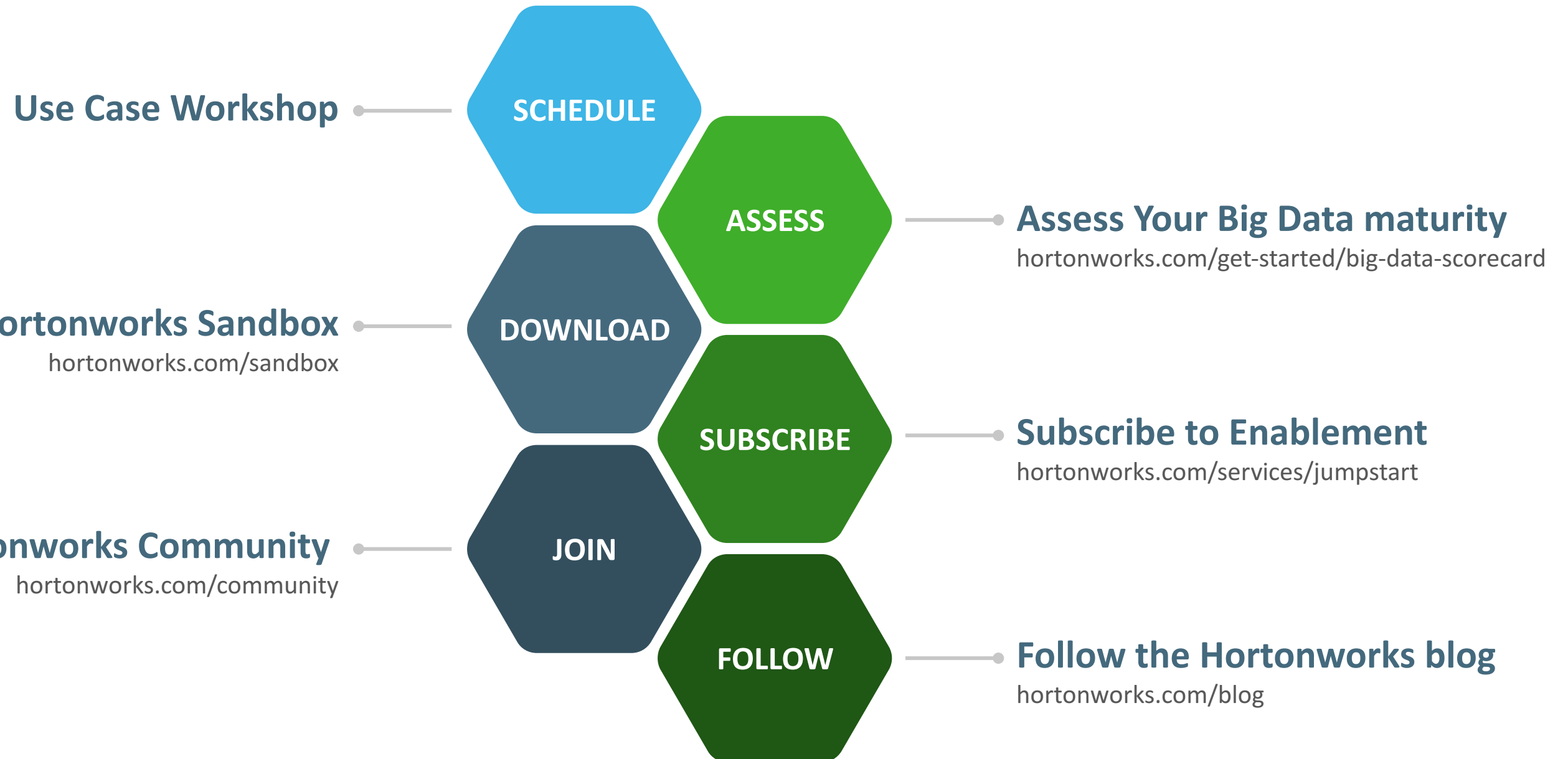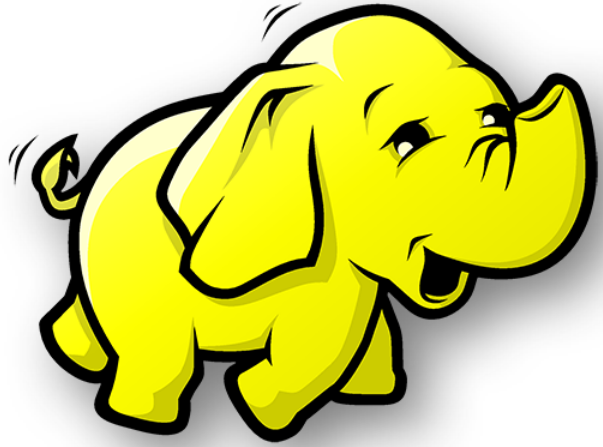
WHAT WE NEED FOR SUCCESS

- Executive sponsorship

- Team participation - working directly with your teams (IT **AND** the Business)

- Clearly defined goals

- Start Small but be rational

- Security from the start

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TYPICAL CHALLENGES

- Knowledge in technology

- Infrastructure

- Traditional project methodologies can create lengthy projects

- No clear business use cases

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Use Case Workshop — SCHEDULE

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Thank you