

# FIVE ENTICING ASPECTS OF A TOP-NOTCH DATA LAKE

It's easy to get caught up in the hype associated with today's most sophisticated and rapidly-evolving technologies in the analytical realm. While the concept of a data lake might be daunting for organizations struggling to manage complex and fast-growing data, the research suggests five potential virtues of implementing such an environment.

- ❑ **Data diversity.** Today's richest insights are pulled from traditional structured sources, as well as third-party, unstructured data, and sometimes machine-generated as well. Leading companies are more likely to leverage many different forms of information when producing insights.
- ❑ **User accessibility.** Few things are more frustrating than getting locked out of systems or applications that could prove to be valuable. An efficient data lake opens up access to an array of new data for a variety of user types. Data lake Leaders are more likely to empower users to access this variety of data sources on their own, without over-reliance on the IT department.
- ❑ **Scalability.** As the number of relevant data sources grows and the overall volume of data explodes, companies rely on the low-cost scalability of a data lake. The average company deals with an average 31 unique data sources, all of which could support a potential analysis. Therefore, the scalability aspect of a data lake is critical in handling the expansion of data sources.
- ❑ **Infrastructure flexibility.** So many IT environments today include both cloud and on-premise elements, so the ability to manage hybridity is critical. Companies implementing a data lake are well-positioned to merge old and new technologies—and deal with hybrid environments.
- ❑ **Visibility and oversight.** Along with increased access to data comes a heightened need for governance and oversight. Users need access to new data from sources located across the organization. Enabling that access is important, but it also opens up the potential for quality and security issues. Data lake Leaders are able to leverage a combination of technology and process to create a more trustworthy foundation of data.

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