THE FOUR HIDDEN COSTS AND CHALLENGES OF DEPLOYING DATA LAKES

Diving into a lake without knowing what lies below the surface is risky for swimmers. For businesses looking to implement a data lake, there can also be many hidden costs, risks, and challenges. While an effectively applied data lake can bring significant benefits in business performance, insight, and revenue, organizations that ignore potential risks, or that pick the wrong partners and integrations, can be setting themselves up for trouble. To avoid these challenges and succeed with data lakes, avoid these four hidden costs:

☐	**Don't Get Stuck in the Data Swamp** – Part of the appeal of data lakes is their ability to centralize any and all data in an easily accessible repository where big data analytics can be carried out. In fact, the number one driver for data lake and Hadoop adoption is the need to make use of unstructured data. But when businesses dump this data without taking the time to understand the metadata and maintenance requirements, they end up with a data swamp where the necessary information is hard to access.
☐	**Drowning in the Rising Costs of the Wrong Partners** – One of the main ways that organizations have been leveraging data lakes and Hadoop, has been through cloud-based service offerings. This lets them get up and running quickly and with minimal upfront costs. But as usage and data requirements grow, so too can the licensing and other ongoing costs of using these services. Data lake leaders are able to understand and overcome these challenges, as 71% of leaders see a decrease in ongoing IT costs.
☐	**Keeping Afloat in Complex Data Lakes** – According to Aberdeen research, the top hurdle to data lake/Hadoop adoption is the lack of IT skills to manage these environments. This prevents companies from getting the most out of their data lakes and leads to overruns on project schedule and cost. With the right partners, platforms, and tools, businesses with effective data lakes are two times more likely to deliver products and services faster than their competition.
☐	**Showing the Value of Life on a Data Lake –** While Big Data has become a major trend, 30% of organizations struggle to prove the ROI of implementing a data lake. If unexpected and rising costs are tied to an inability to overcome complexities, this can make it difficult for businesses to keep up with evolutions in big data. But when businesses build the right platforms, using the right tools and processes, they can quickly show the value of these technologies. Businesses using data lakes/Hadoop are 67% more likely to see a year over year increase in revenue.

Read the full report: Don't Get Lost in the Big Data Library: How Data Lakes Enable Enterprise Analytics

ABERDEEN GROUP

www.aberdeen.com
14127