

FIVE CRITICAL ASPECTS OF THE MODERN DATA WAREHOUSE

The explosion of open-source data management technology (and its marketing hype) from Hadoop and its associated ecosystem have led some to wonder — is the traditional data warehouse dead? Findings from a [recent Aberdeen report](#) suggest that this is far from the case. For the multitude of companies primarily dealing with traditional structured data, the ideals of a high-performing data warehouse environment still very much apply and are delivering results. For those with expanded data environments, including a variety of non-traditional sources, the data warehouse still acts as a critical information hub for those willing to adapt and support some of the key characteristics of a modern ecosystem, including:

<input type="checkbox"/>	<p>Data diversity. Today’s richest insights pull from traditional structured sources as well as external third-party information, unstructured data, and sometimes from machine-generated IoT data sources as well. Best-in-Class companies are more likely to utilize this variety of data on a regular basis and have put processes and technologies in place to help effectively capture, distribute, and utilize this information as well.</p>
<input type="checkbox"/>	<p>User accessibility. As users become more technically savvy and start exploring data outside of their departments, the need to improve cross-functional information flow is more important than ever. Top companies report a higher level of user satisfaction, not only with their ability to access data from a variety of sources, but also to use it in a self-service capacity without over-reliance on IT.</p>
<input type="checkbox"/>	<p>Infrastructure flexibility. Companies surviving and thriving in today’s evolving data environments are forced to manage a variety of different data sources housed both on-premise, and in cloud-based deployments. This concept of hybridity is top-of-mind for many companies struggling to manage data in hybrid environments and effectively delivering it to the analytical systems in place.</p>
<input type="checkbox"/>	<p>Scalability. If data growth were only an issue of handling more terabytes of traditional application-based information, the challenge of big data would be far less intense. Today’s version of scalability requires the ability to capture and explore massive growth from an assortment of different sources. This need for rapid scalability is largely what is driving the need for low cost scalability and flexibility in a data lake architecture.</p>
<input type="checkbox"/>	<p>Oversight. The research demonstrates that more users, in more job roles, are taking a greater degree of interest and ownership in the data they use. Therefore, along with increased access to data comes a heightened need for governance and oversight. Best-in-Class companies leverage strong and clearly communicated policies for data governance, supported by a backbone of technology.</p>

Read the full report: *The Data Warehouse Evolved: A Foundation for Analytical Excellence*