

Data warehouse and data lake: the unbridgeable divide?

WAREHOUSE STREET

LAKE STREET

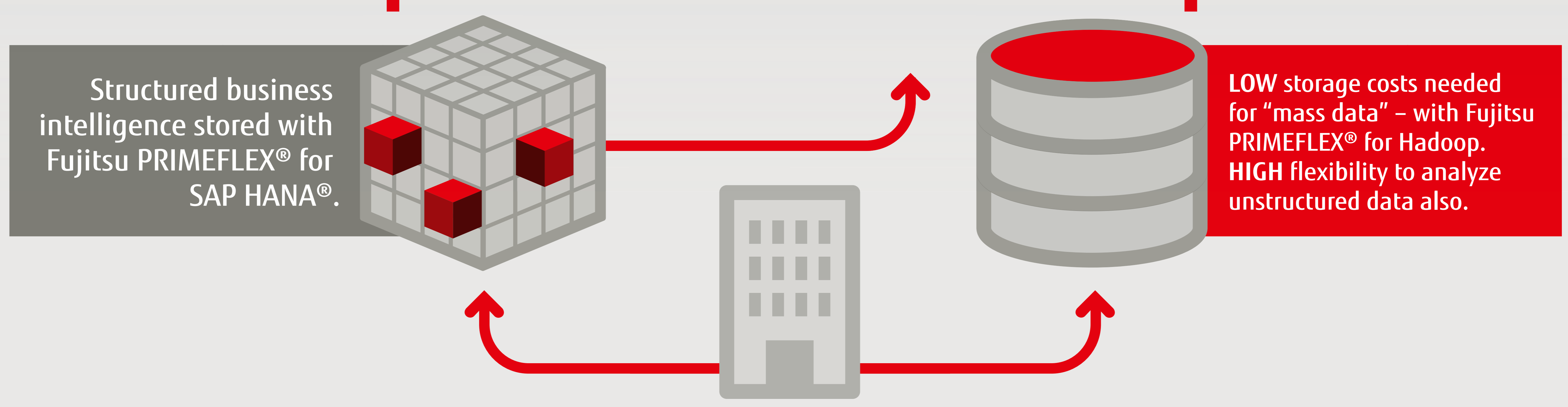


Data warehouse of transactional data generated by business:

- 10x** smaller data footprint
- 7x** higher throughput
- 1,800x** faster analytics and reporting
- 4x** fewer process steps

Digital business generates huge volumes of data for analysis:

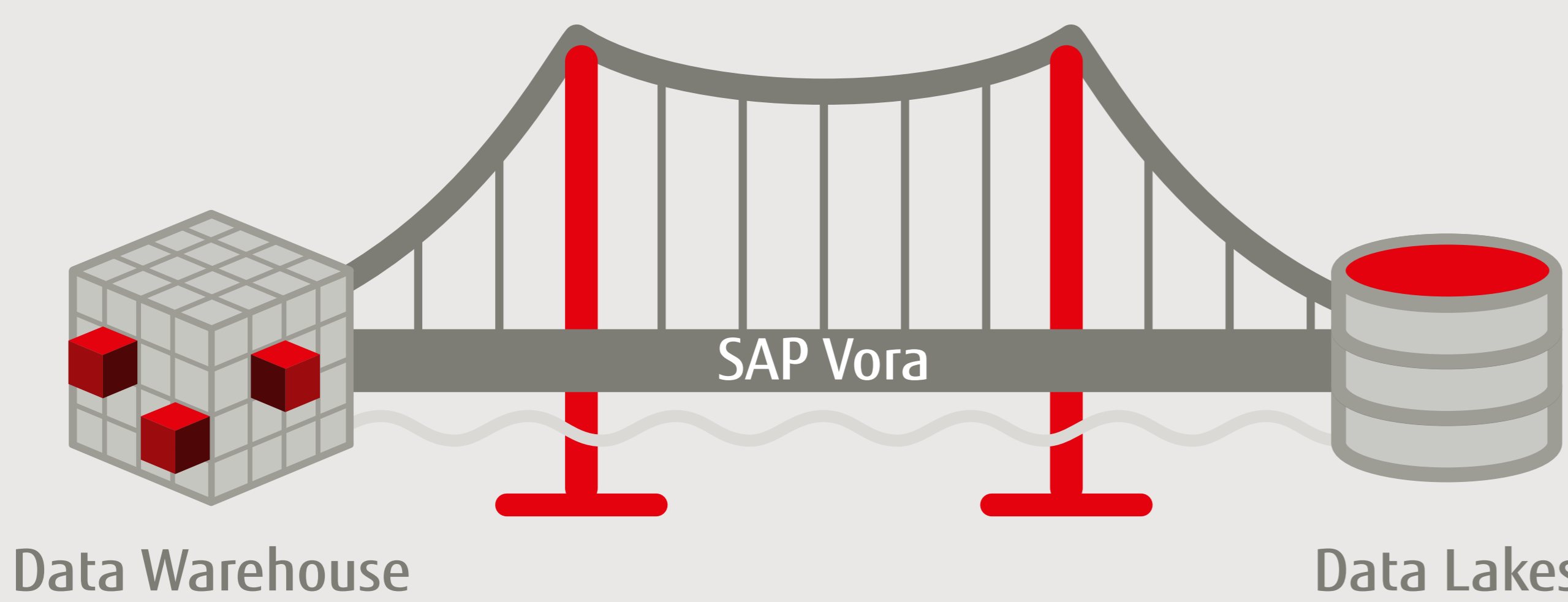
- 500 million tweets per day
- 4 million Facebook likes per minute
- 90% of data is unstructured
- 25** 000,000,000 000,000,000 2.5 quintillion bytes of data created daily



What happens when the enterprise needs easy access to both? Traditional data warehousing architectures block data visibility...
What's needed: a connection from data warehouse to data lake!

FUJITSU Integrated System PRIMEFLEX for Hadoop, optimized for SAP Vora®, builds connections between multiple data sources and repositories:

What is it?



- In-memory query engine
- Plugs into Apache Hadoop and Apache Spark
- Enables structured data hierarchies for Hadoop data
- Enables SAP HANA interactive analytics to be executed on data stored in Hadoop data lakes
- Hadoop data prepared intuitively for inclusion in SAP HANA

What does it look like?

Solution framework with HANA and Hadoop within PRIMEFLEX family:
Ready-to-run integrated system or reference architecture

HANA

HADOOP

Real-life value examples of bridging the warehouse-lake gap



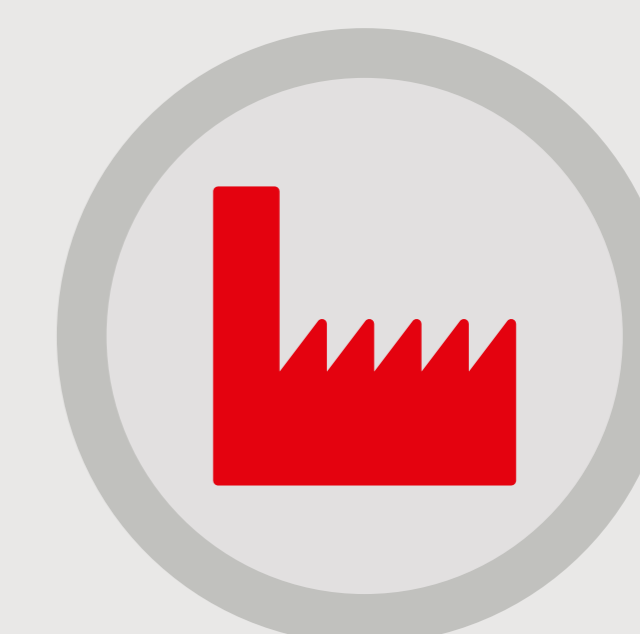
Healthcare
Save millions by performing predictive maintenance on medical devices (and people!)



Automotive
Lowered warranty costs through more accurate diagnoses using Big Data



Financial services
Real-time analytics to identify & prevent money laundering/rogue trading



Manufacturing
Save resources with accurate output forecasting & real-time quality/defect analysis

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