Enterprise data warehouses (EDWs) are growing in size and complexity due to rapidly changing data requirements. The increase in data complexity and heightened demand for access from business stakeholders places a burden on EDWs to support increasing numbers of data consumers.

New data sources from IoT sensors, mobile and online apps, and transactional data (e.g., data warehouse) are being incorporated into data warehouses. These requirements create a burden that machine-generated sources such as web and application logs create. These data sources create a situation that EDWs were simply not designed to handle.

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For more information, visit:
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Enter Hadoop and the data lake

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The data lake is now more sophisticated in its ability to support SQL-based tools to provide full-functionality of the functions of the EDWs.

The principles below help to deliver on the promise of:

- Advanced Analytics
- Complex event processing
- Event streaming
- Data access and use
- Complex data storage
- An economical platform for storage
- Support for the processing of the data (e.g., visual exploration of data)
- The ability to meet the demands of a robust SQL interface to provide full-functionality of the functions of the EDWs.

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