Enterprises are increasingly recognizing the importance of Hadoop to their data strategy success: only 34 percent answered that Hadoop was not a pressing issue. What's driving the push to Hadoop, how are enterprises planning to use it, and once adopted, who uses Hadoop and where is it employed? TDWI's recent Best Practices report, Hadoop for the Enterprise, found these survey results:

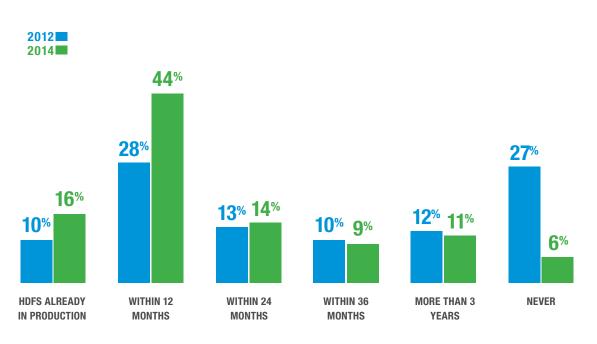
#### What would be the most useful applications of HDFS if your organization were to implement it? (Respondents could choose up to 4 answers) 46% Complementary extension of a data warehouse 46% Data exploration and discovery 39% Data staging area for data warehousing and data integration 36% Data lake 36% Queryable archive for non-traditional data (Web, machine, sensor, social) Computational platform and 33% sandbox for advanced analytics 28% Enterprise data hub (for both new and traditional data)

**HADOOP'S MOST USEFUL APPLICATIONS** 

Source: Figure 1, page 8

#### HADOOP ADOPTION IS ACCELERATING

When do you expect to have HDFS in production?



Source: Figure 4, page 11

#### WHERE'S THE BENEFIT?

If your organization were to implement Hadoop technologies, which business processes, data, and applications would most likely benefit? (Respondents could choose up to 8 answers)



**ANALYTICS** 









**EXPLORATORY ANALYTICS WITH BIG DATA** 

**OUR DATA** WAREHOUSE

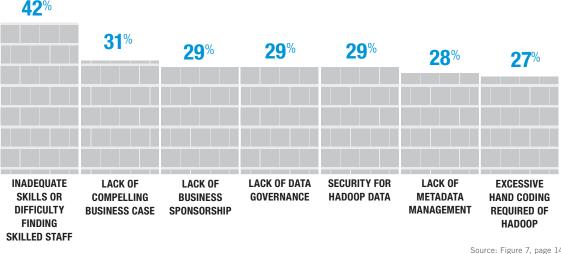
INFORMATION **EXPLORATION AND DISCOVERY** 

**45% 44%** 

Source: Figure 6, page 13

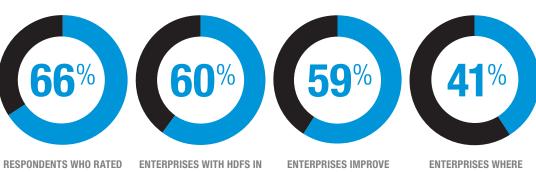
# **BARRIERS TO ADOPTION**

What are the most likely barriers to implementing Hadoop technologies in your organization? (Participants could choose up to 8 answers)



Source: Figure 7, page 14

# THE HADOOP ENVIRONMENT



**HADOOP AS MODERATELY OR EXTREMELY IMPORTANT TO** THEIR DATA STRATEGY Source: Figure 2, page 9

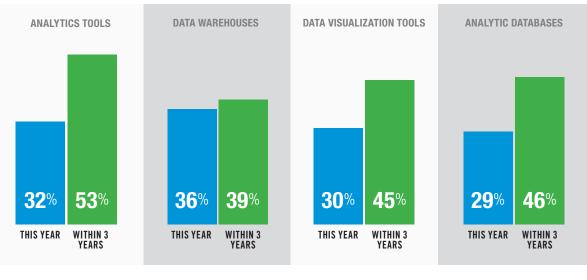
PRODUCTION BY Q1 2015 Source: Figure 4, page 11

DATA QUALITY ONCE DATA IS **CENTRAL IT OWNS THE** LOADED INTO HADOOP HADOOP ENVIRONMENT Source: Figure 16, page 25 Source: Figure 8, page 16

# **HADOOP INTEGRATION PLANS**

integrated today and within 3 years?

In your organization, with which platform and tool types is Hadoop



Source: Figure 18, page 28

DATA FROM



TDWI'S BEST PRACTICES REPORT Hadoop for the **Enterprise:** Making Data Management Massively Scalable, Agile, Feature-Rich, and Cost-Effective



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