

# GIGAOM RESEARCH

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# DATA LAKE

## MARKET LANDSCAPE REPORT

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## INTRODUCTION

*Business Intelligence (BI) platforms have been around for decades now, yet they are more relevant than ever in the quest to gain insights into data from operational systems, data warehouses, and data lakes.* But with so many product choices from so many vendors, with such similar marketing messages, how can you best proceed?

*Should you go with a full-on enterprise BI stack?* Perhaps a lighter weight self-service BI solution is more appropriate? But maybe one of the new generation of BI tools, with savvy for data lakes, NoSQL platforms and cloud applications would be better still. Should you go for cloud or on-premises? What about mobile?

Ultimately, the best solution is the one that will quickly get you from a dead start to data-driven insights with as little friction as possible. And that's the guiding principle in this GigaOm report on BI platforms: an expedited path to analytics productivity.

*In this regard, we will review an array of vendors and tools, spanning product generations, approaches, deployment, and licensing models.* Its author, GigaOm analyst Andrew Brust, has been a BI expert since the dawn of Online Analytical Processing (OLAP) in the late 1990s. He'll introduce you to today's strongest BI solutions with a vantage point based on 20 years of experience, delivering an efficient analysis with a critical eye.

## REPORT TOPICS

- Which BI and analytics products help you spin up your analytics-driven culture most expeditiously
- How to choose between enterprise, self-service, and data lake-oriented analytics platforms
- How does cloud and mobile change the BI landscape
- Implementing holistic BI, covering data warehouse, data lake, and operational systems

## ARE YOU PREPARED?

- Are you in the midst of a digital transformation initiative, with a mandate to establish data-driven decision making and culture?
- Are you finding challenges along the axis of conventional databases and data lakes as well as that of on-premises and cloud?
- Are you concerned about BI quagmires and malaise, and looking to be as agile as possible?
- Will your team prefer search-based analytics, a completely visual metaphor, or the ability to query data using SQL?
- Will your cloud strategy be green field, or do you need to perform analytics on data already stored on a particular cloud platform? Would you like to apply you on-premises licenses and enterprise agreements to a cloud-based BI/analytics platform?



### ANALYST, ANDREW BRUST

Andrew has held developer, CTO, analyst, research director and market strategist positions at organizations ranging from the City of New York and Cap Gemini to GigaOm and Datameer. He has worked with small, medium and Fortune 1000 clients in numerous industries and with software companies ranging from small ISVs to large clients like Microsoft. Andrew's resulting understanding of technology, and the way customers use it, makes his market and product analyses relevant, credible and empathetic.

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Andrew has tracked the Big Data and Analytics industry since its inception, as GigaOm's Research Director and ZDNet's lead blogger for Big Data and Analytics. Andrew co-chairs Visual Studio Live!, one of the nation's longest running developer conferences. As a longtime technical author and speaker in the database field, Andrew understands today's market in the context of its longtime Enterprise underpinnings.

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