As big data gets bigger, the increasing volume of data and data sources can easily overwhelm data scientists. A data lake puts all that in one simple, cost-effective, and configurable repository.

Why are Data Lakes the Future of Big Data?

THE NEED FOR DATA MANAGEMENT

Without a smart data management strategy, organizations can quickly get overwhelmed – and fall behind the competition.

DATA LAKE VS DATA WAREHOUSES

Data lakes and data warehouses both act as repositories, but they are designed for very different purposes. Data warehouses work best for specific projects with set resources while data lakes are optimized for managing all incoming big data.

DATA LAKE IN USE

Data comes from many types of sources in the digital age from countless sources. Data Lakes place these all in a single repository, saving time, effort, and cost.

DATA SOURCES

Structured Data Sources

Unstructured Data Sources

IS YOUR BUSINESS READY TO GET THE MOST OUT OF ITS DATA?

Go to oracle.com/data-lake to learn why data lakes optimize data management in the era of big data.