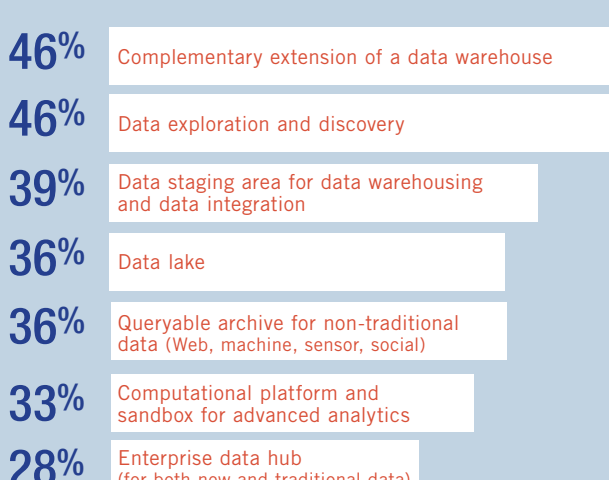


HADOOP FOR THE ENTERPRISE

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:

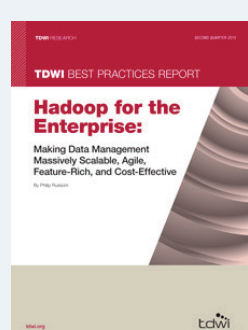
HADOOP'S MOST USEFUL APPLICATIONS

What would be the most useful applications of HDFS if your organization were to implement it? (Respondents could choose up to 4 answers)



Source: Figure 1, page 8

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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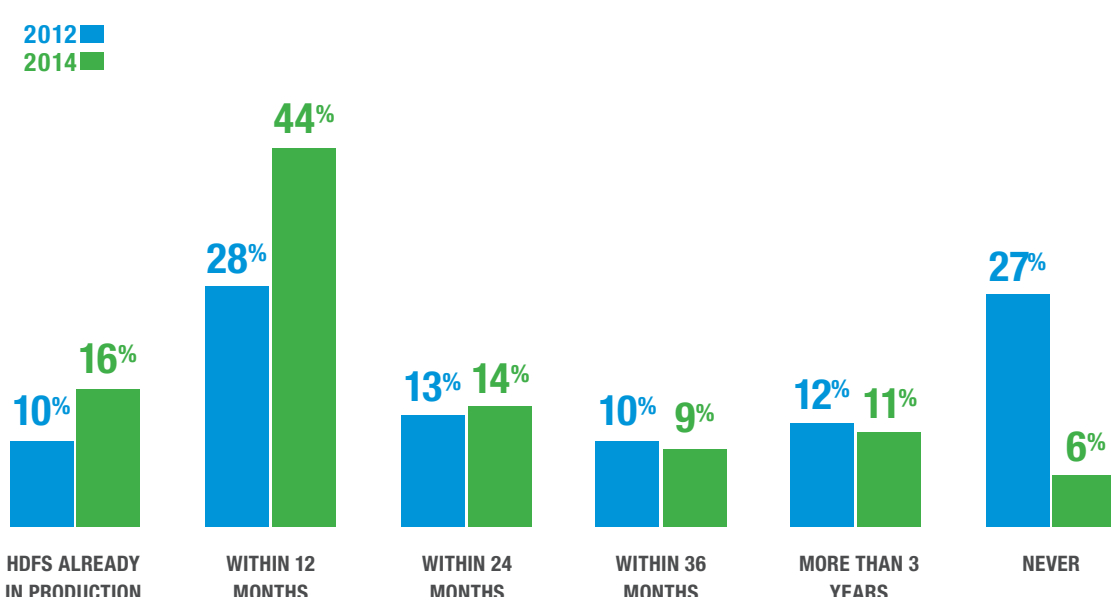
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HADOOP ADOPTION IS ACCELERATING

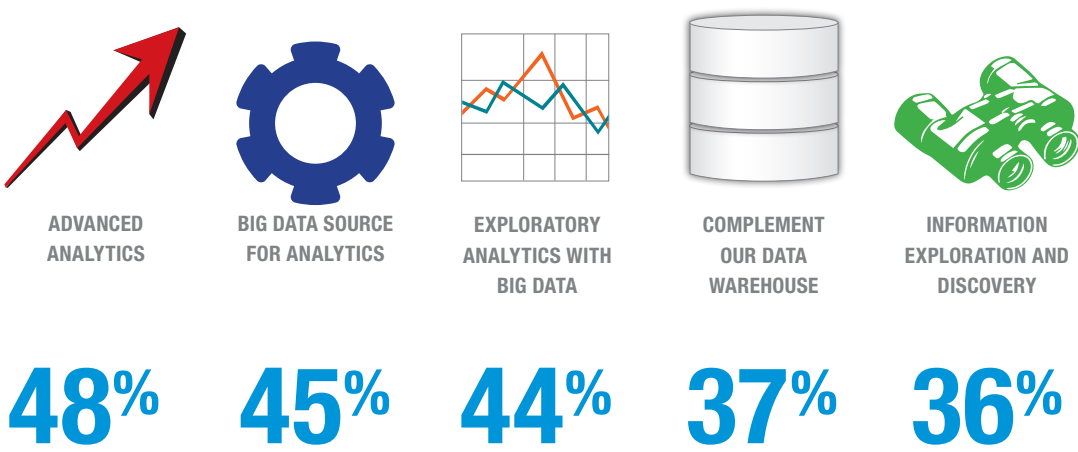
When do you expect to have HDFS in production?



Source: Figure 4, page 11

WHERE'S THE BENEFIT?

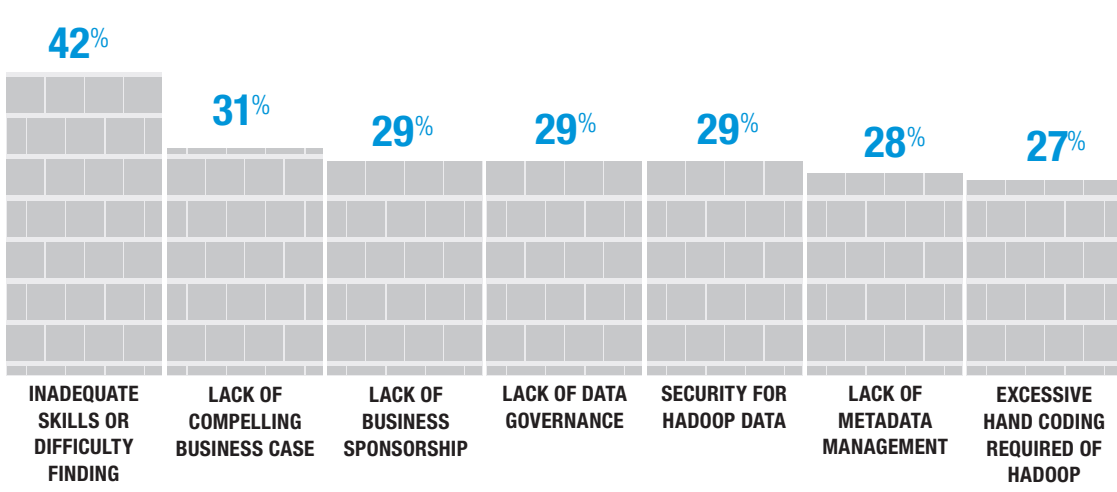
If your organization were to implement Hadoop technologies, which business processes, data, and applications would most likely benefit? (Respondents could choose up to 8 answers)



Source: Figure 6, page 13

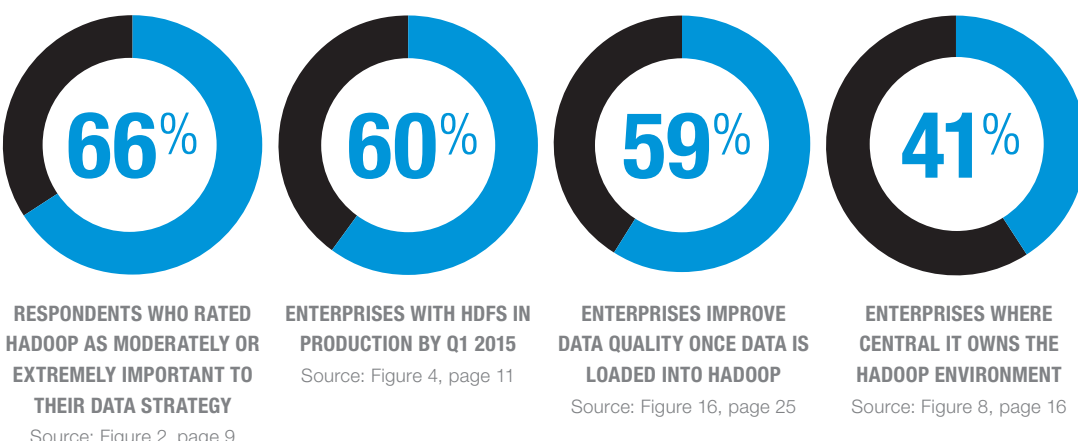
BARRIERS TO ADOPTION

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



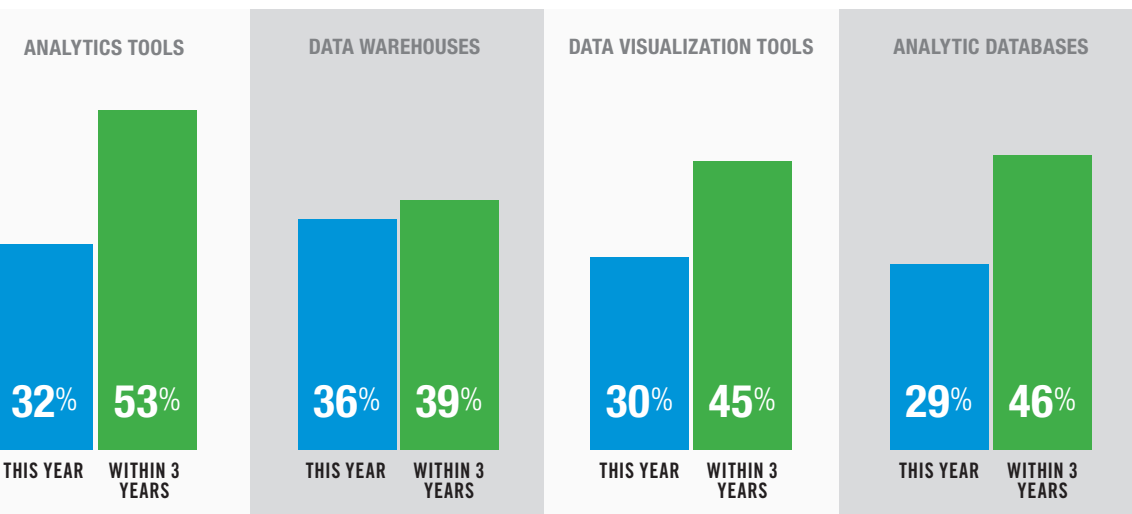
Source: Figure 7, page 14

THE HADOOP ENVIRONMENT



HADOOP INTEGRATION PLANS

In your organization, with which platform and tool types is Hadoop integrated today and within 3 years?



Source: Figure 18, page 28