



# Technology Insights...

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Research, Analysis, Strategy, Insight

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## CDP One: Creating Data Lakehouse as a Service

Many companies struggle to create efficient Data Lakeshouses that can ingest data from a variety of data repositories that they may own or that they can retrieve data from. This includes both on-prem and in the cloud. Indeed, it takes a significant amount of resources in platform operations, administration and security to be able to do so. Our research shows that to set up a modest on-prem data center to process and receive insights from corporate data sources will cost approximately \$2M over a three year period. And while creating a cloud based solution is about half that cost at approximately \$1M over a 3 year period, it is still a substantial investment.

Some organizations have the wherewithal to be able to build and manage their own data lakehouses and have enough internal resources to optimize and deploy a solution. But many organizations large and small do not have the ability or desire to build their own. What’s needed is a way to essentially create an “as a service” capability that dramatically reduces the complexity of deploying a solution while also accelerating time to deployment. With so many enterprise-class “as a service” offerings coming to market, it’s time that data lakehouses joined this trend.

### *Enter CDP One*

Built on its foundational CDP data platform capability, Cloudera has just released CDP One, a fully hosted and managed offering that eliminates the need for scarce IT resources. It consists of an all in one data lakehouse service with associated analytics discovery capability and low code discovery tools. It enables an organization that is not necessarily skilled or able to apply enough resources to create their own platform either on prem or in the cloud, to quickly implement a targeted solution for their immediate needs. Currently running on AWS, with future public cloud support coming, CDP One removes the need for staffing internal ops functions. It provides a fully managed service, and includes analytics functionality for both expert coders as well as low code data practitioners without needing IT to provision any services. The result offers significant TCO savings and rapid time to discovery.

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This is an important offering for Cloudera as it continues its customer migration from a primarily on-prem provider of data warehousing services, to a cloud-first provider for complete data lake capabilities. This first of its kind platform makes full data lakehouse capability available to a much broader audience, including smaller organizations and/or special projects in large enterprises looking for quick discovery with minimal up front IT resource requirements. Built on its SDX components, CDP One creates a fully secure environment that eliminates many of the security issues associated with older data warehouses and bulk storage faculties. And by working with partner Talend, CDP One has the ability to easily ingest data from a variety of sources and in different formats.

#### *Why as a Service?*

A product like CDP One essentially moves the entire burden of data analysis and insights to an Opex versus a Capex model. Further, with companies able to get a CDP One installation operational in days to weeks, as opposed to setting up an on-prem solution that can take months, a company can achieve a 2-3 month or more gained insights advantage.

#### *Adding to the Bottom Line*

An improved insights capability can make a company more efficient. If we assume a modest 5% overall operational improvement for a mid size company with \$100M in sales, it can add \$5M per year to the bottom line. Further, by deploying as a service rather than building out an on-prem solution, companies can get an immediate 2-3 month time to insights improvement, which amounts to a \$400K - \$800K bottom line advantage. This is likely more than enough to pay for the service.

**Bottom Line:** It is becoming mission critical for virtually all organizations to do a better job of gaining insights from their existing data, much of which goes unanalyzed. Indeed, we estimate that 85%-90% of corporate data never gets looked at. The degree of difficulty in setting up an AI powered, advanced analytics capability has kept many enterprises from getting value from that “dark” data. By moving to an “as a service” model, CDP One offers a major advantage in fast time to insight while also minimizing the required and often critically unavailable resources needed. While initially targeted at smaller companies, we believe CDP One is equally advantageous to larger organizations that need to spin up analytics projects quickly and gain near immediate beneficial insights. Enterprises should be looking to deploy CDP One capabilities in the near term.

*J.Gold Associates provides advisory services, syndicated research, strategic consulting and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions and go to market strategies.*

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