

DATA INTEGRATION 101

What is data integration?

Data Integration is the process of combining data from disparate sources in order to derive deeper meaning and valuable information.

WHY DOES DATA MATTER?



Helps in decision-making¹



Improves productivity¹



Aides in complying with regulations¹



Leads to more accurate, targeted marketing¹



DATA IS THE SINGLE BIGGEST ASSET FOR MOST COMPANIES

More than **2/3** of organizations have to integrate information from SIX or more sources²

79% of businesses say that the ability to define, model, and lay out data is important or very important²

...BUT DATA IS **DIFFICULT** FOR MOST BUSINESSES



84% of CEOs are concerned about the quality of the data they are basing decisions on¹



41% of businesses believe their current data integration technology is too complex²



81% of professionals say getting the data they need is time consuming³



86% of integration projects experience delays³



82% of IT professionals have seen their businesses hurt by data fragmentation⁴

THE CHALLENGES OF POORLY MANAGED DATA⁵

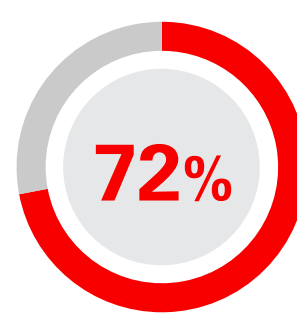
Average cost of an unplanned data outage:

\$7,900 per minute

Typical length of a data outage:

86 minutes

\$690,200 lost per typical outage



Percent of **Big Data projects** that have issues with data integration reliability

Average implementation time for a BI project: **17 months**



Time before there are any usable BI artifacts: **5 months**



BUSINESSES NEED AN EASY, POWERFUL DATA INTEGRATION SOLUTION TO RELY ON WITH:

Data High Availability

Data Migrations

Data Warehouse Automation

Databus & Stream Integration

Data Governance

WHAT DOES ORACLE DATA INTEGRATION PLATFORM CLOUD DO?

Makes your data always available (no outages!)

Gets your data where you need it, at the right time

Allows you to access data in any format

Streams data so any business SLA is covered

Governs data so that it can be trusted

FIND OUT MORE



VISIT: [ORACLE.COM/DATAINTEGRATION](https://www.oracle.com/dataintegration)

For more information on data integration

¹ "The Importance of Data Quality -- Good, Bad or Ugly", Forbes.com, June 5, 2017

² Ventana Research, 2017

³ "Data Fatigue", Ontology, 2013

⁴ "Data Integration News", VirtualLogistics.ca, March 6, 2015

⁵ "The Real Cost of Downtime", DevOps.com, February 11, 2015;

"The High Price of IT Downtime", NetworkComputing.com, January 28, 2016