

# 5 Reasons

## to Choose Oracle Big Data Appliance

According to IDG Enterprise, 78 percent of enterprises agree that big data analysis will fundamentally transform the way they do business over the next one-to-three years.

The challenge is to extract value from data—both at speed and at scale. All too often, complexity stands between you and true big data value.

**So, isn't it time you considered running your business on Oracle Big Data Appliance?**



## 1. Out-of-the-box simplicity versus build-your-own complexity.

**New customer insights can be the key to business growth and competitive advantage. But when you're expected to extract fragmented insights from siloed data sources, the valuable information is often obscured.**

For many, the solution is to construct a build-your-own, multivendor infrastructure for big data implementation, but this takes time and effort. With Oracle Big Data Appliance, you can integrate your external data sources with your own data warehouses for real-time customer insights. With simple, out-of-the-box setup, you can be up and running in days, versus months for build-your-own solutions—so you get faster time to insight.



**Oracle Big Data Appliance, Oracle Exadata, and Oracle Exalogic enable us to efficiently and cost-effectively ingest more than 3,200 TB of data. By analyzing data from fixed line, mobile, and TV, we can offer more integrated, targeted solutions to millions of customers.**

**Carolina Bouvard Nuño,  
BI and Transformation Director,  
Telefonica Spain**

## 2. Make data your detective: prevent fraud and secure your data.

Roughly 25 percent of global enterprises adopted big data analytics for at least one security or fraud detection use case, according to Gartner. Data has become the lifeblood of the enterprise, so adequate data security is both an economic imperative and a regulatory necessity.

Oracle Big Data Appliance can quickly detect unusual transactions and patterns that signify fraudulent activity. It features end-to-end data security with the highest level of encryption, so you can rest easy knowing that your data is safe.



**Japan's Nara Institute of Science and Technology (NAIST) wanted to centralize its campus-wide, structured and unstructured research data from Hadoop, and chose Oracle Big Data Appliance to integrate and process massive volumes of data. Thanks to Oracle Big Data Appliance, NAIST gained powerful, integrated information processing and security capabilities for its advanced research platform.**

## 3. An open, accessible platform that empowers business analysts.

**Data wrangling is a time-consuming activity that requires technical data scientist skills, and ends up creating significant roadblocks to rapid data insight. Data scientists are stuck performing tedious data cleansing tasks while business analysts impatiently wait and twiddle their thumbs.**

The good news? Oracle Big Data Appliance effectively liberates your data scientists by simplifying data access and analysis. The appliance is integrated with hundreds of familiar open-source and third-party tools—including Qlik, Tableau, SAS, Hadoop, Spark, and NoSQL systems—so users can easily get the insights they require without the need for training or new skillsets. And, it's pre-integrated with Cloudera features so you can install, configure, and monitor data with ease.

These open, integrative capabilities make Oracle Big Data Appliance the simple answer for data analysis at speed and at scale.



**Oracle Big Data Appliance gives us unprecedented insight into game, business, and market health. The possibilities are endless with this highly extensible solution that enables us to gather, analyze, and use data in ways that were simply not possible before.**

**Craig Fryar, Head of Wargaming Business Intelligence, Wargaming**

## 4. Cut costs, drive innovation.

**When pursuing innovation, it's common to invest heavily in new projects and technologies. What's less common is to achieve innovation while effectively minimizing business costs.**

Why waste time and money integrating new analytics technologies when Oracle Big Data Appliance lets you use existing business intelligence tools just as effectively? With Oracle Big Data Appliance, you can enhance efficiency and embrace innovation without the associated costs.

You get an easy-to-deploy, low-cost, fully-optimized platform that removes the expense and complexity of multivendor management, deployment, and configuration. According to ESG, investing in Oracle Big Data Appliance could result in a cost reduction of 45 percent versus a build-your-own infrastructure approach.



**Oracle's big data solutions outperform the options we considered from other suppliers, while considerably reducing our total cost of ownership. Given our focus on customer-oriented innovation, our Oracle solutions let us focus on providing customers with added value—knowing our cutting-edge technology gives us a competitive edge.**

**Luis Esteban Grifoll, Chief Data Officer,  
CaixaBank**

## 5. Cloud-like agility and simplicity.

**The business world craves simplicity and agility, and companies are increasingly looking to the cloud to deliver it. But cloud adoption isn't always possible—regulatory requirements, company policies, and latency issues often tie businesses to costly, complex, on-premises solutions.**

Oracle Big Data Appliance delivers the best of all worlds. You can use the Big Data Appliance on premises, through the Oracle Big Data Cloud Service in the public cloud, or via the Oracle Big Data Cloud at Customer—delivered securely on premises that works your firewall. Simply choose the consumption model that best fits for you, and forget integrating different architectures, tools, and management packages.



**We strive to be the world's pre-eminent connected car and broader internet of things integrator, and Oracle is a critical partner on our journey. Oracle inherently delivers an end-to-end stack in the cloud—from Infrastructure as a Service to Platform as a Service and beyond.**

**Romil Bahl, CEO, Lochbridge**

Using Oracle Big Data Cloud Service and Oracle Database Cloud Service, Lochbridge was able to assimilate and analyze massive amounts of data to help its clients monetize that data and bring IoT innovations to market more quickly.

**For more reasons to choose Oracle Big Data Appliance,**

**[Visit the Oracle Big Data Appliance page](#)**

**and download our white paper:**

**[The Surprising Economics of Engineered Systems for Big Data.](#)**