

# Big Data Infrastructure

## Cheaper to Build or Buy?

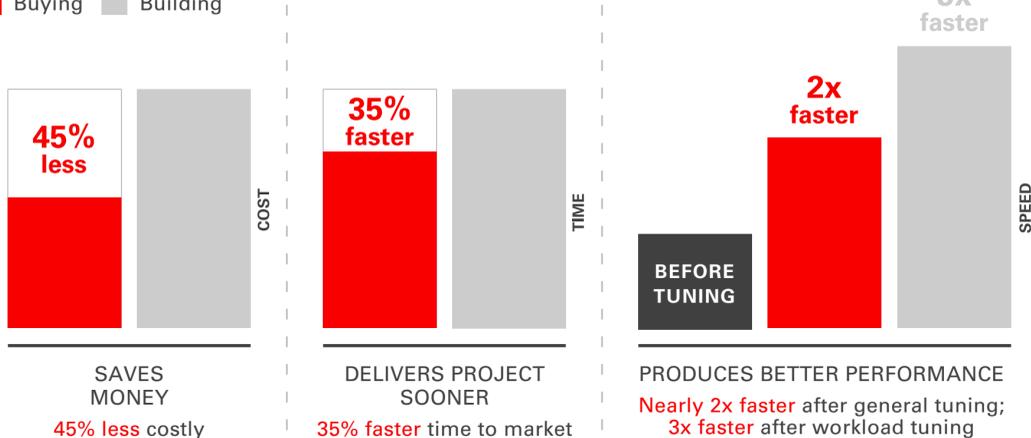
An ESG survey<sup>1</sup> revealed 66% of IT and business professionals responsible for their organization's data analytics strategies, technologies, and processes considered enhancing analytics a top five business priority. Many organizations are weighing the benefits of building vs. buying their big data infrastructure. By implementing Oracle® and Intel® technologies, companies can realize significant time and cost savings compared to DIY efforts.

### THE COMPARISON

Building a big data infrastructure means starting from scratch. Buying involves investing in preconfigured big data appliances.

#### Buying:<sup>2</sup>

■ Buying ■ Building



### THE PERILS OF DO-IT-YOURSELF HADOOP

Hadoop may be free, but it comes with a price.



**You need engineers on staff qualified to configure, allocate, and manage Hadoop infrastructure.**

- ▶ If not, the expertise required to implement and use Hadoop is costly.



**You need an enterprise-class infrastructure that spans the total needs for storage, processing, and life cycle management.**

- ▶ If not, meeting end-user expectations of performance and availability will be a challenge.



**You need to understand the "soft costs" of labor time to evaluate, procure, test, deploy, and integrate a full stack of hardware and software.**

- ▶ If not, you can end up hundreds of hours or more over budget.



**You need expertise in-house to tune and optimize your specific hardware and software configuration.**

- ▶ If not, it will require significant time and effort to do so. Tuning the Big Data Appliance took six weeks and required five Intel experts to cover all aspects of Hadoop.

### ADDITIONAL BENEFITS OF THE BUY OPTION

Buying provides the most simple and cost-effective way to enhance big data analytics capabilities.



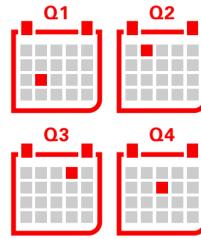
#### Integrated software stack

Works well with existing infrastructure and data



#### Clear line of responsibility and support for the entire system

Components sourced from several different vendors can result in "passing the buck"



#### Simple and speedy patching

Quarterly updates to the frequently evolving Hadoop stack

### THE ORACLE BIG DATA APPLIANCE SOLUTION



The Oracle Big Data Appliance is flexible and scalable, making it a seamless big data infrastructure solution that will serve enterprises now and as their needs grow over time.



#### Available with 1/3 starter rack

6 nodes based on Intel® Xeon® processors



#### Easily expands in single node hardware increments



#### Efficiently grows to a full rack

18 nodes based on Intel Xeon processors

### THE BOTTOM LINE



Organizations are betting on big data analytics to help them better understand customers, compete in the market, improve products and services, tune operations, and increase profits. Oracle's Big Data Appliance is the preferred deployment option for enterprises that need to implement new solutions.

Lower risk and shorter time to market.

[Learn more at oracle.com/goto/bigdata-buy-or-diy](http://oracle.com/goto/bigdata-buy-or-diy)

Join our communities

<sup>1</sup> ESG Research Report, The Convergence of Big Data Processing and Integrated Infrastructure, July 2012.  
<sup>2</sup> Getting Real About Big Data: Build vs. Buy, ESG White Paper commissioned by Oracle and Intel, February 2013.

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