

# 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-making<sup>1</sup>



Improves productivity<sup>1</sup>



Aides in complying with regulations<sup>1</sup>



Leads to more accurate, targeted marketing<sup>1</sup>



### DATA IS THE SINGLE BIGGEST ASSET FOR MOST COMPANIES

More than **2/3** of organizations have to integrate information from SIX or more sources<sup>2</sup>

**79%** of businesses say that the ability to define, model, and lay out data is important or very important<sup>2</sup>

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

**84%**

of CEOs are concerned about the quality of the data they are basing decisions on<sup>1</sup>

**41%**

of businesses believe their current data integration technology is too complex<sup>2</sup>

**81%**

of professionals say getting the data they need is time consuming<sup>3</sup>

**86%**

of integration projects experience delays<sup>3</sup>

**82%**

of IT professionals have seen their businesses hurt by data fragmentation<sup>4</sup>

## THE CHALLENGES OF POORLY MANAGED DATA<sup>5</sup>

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

**72%**

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

Streams data so any business SLA is covered

Allows you to access data in any format

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

<sup>[1]</sup> "The Importance of Data Quality -- Good, Bad or Ugly", Forbes.com, June 5, 2017

<sup>[2]</sup> Ventana Research, 2017

<sup>[3]</sup> "Data Fatigue", Ontology, 2013

<sup>[4]</sup> "Data Integration News", VirtualLogistics.ca, March 6, 2015

<sup>[5]</sup> "The Real Cost of Downtime", DevOps.com, February 11, 2015;

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