

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?



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

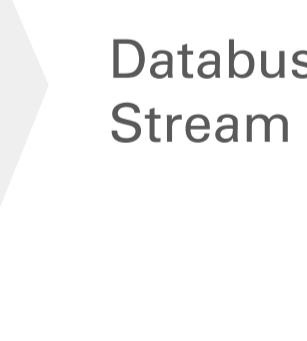
81% of professionals say getting the data they need is time consuming³

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

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

\$**690,200** lost per typical outage

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

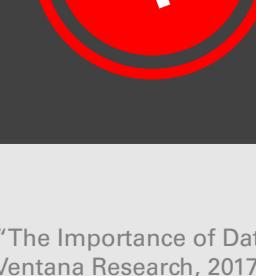
Time before there are any usable BI artifacts: **5 months**



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



FIND OUT MORE



VISIT: 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" Outlyer, 2013

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

^[5] "The High Cost of IT Downtime" DevOps.com, February 11, 2015; "The Price of IT Downtime," NetworkComputing.com, January 28, 2016

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