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
- Improves productivity
- Aides in complying with regulations
- Leads to more accurate, targeted marketing

DATA INTEGRATION IS THE BIGGEST ASSET FOR MOST COMPANIES

- More than 2/3 of organizations have to integrate information from 6 or more sources
- 75% of businesses say that the ability to define, model, and lay out data is important or very important

BUT DATA IS DIFFICULT FOR MOST BUSINESSES

- 84% of CEOs are concerned about the quality of the data they are being fed-in on
- 61% of businesses believe they are not currently using data integration technology to the complete extent
- 41% of professionals say that the data they need are very consuming
- 39% of projects experience delays
- 81% of IT professionals have seen their businesses hurt by data fragmentation

DATA IS THE SINGLE BIGGEST ASSET FOR MOST COMPANIES

- More than 2/3 of organizations have to integrate information from 6 or more sources
- 79% of businesses say that the ability to define, model, and lay out data is important or very important

THE CHALLENGES OF POORLY MANAGED DATA

- 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
- Average implementation time for a BI project: 17 months
- 72% of Big Data projects had major issues with data integration reliability
- Time before there are any usable BI artifacts: 5 months
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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?

- Gets your data where you need it, at the right time
- Allows you to access data in any format
- Governs data so that it can be trusted
- Streams data to any business SLA is critical
- Data is always available (no outages)

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

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