

5 SECRETS TO SUCCESSFUL BIG DATA INTEGRATION

WHAT IS BIG DATA INTEGRATION?



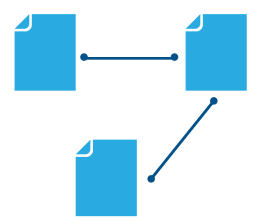
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Big data processing, preparation, and storage

New techniques for big data analysis

Existing BI

Big data integration

KNOW THYSELF

1

Understand Your Big Data Integration Needs

- Prioritize which types are critical to your business and business growth

social media | weblogs | audio files | images | machine data



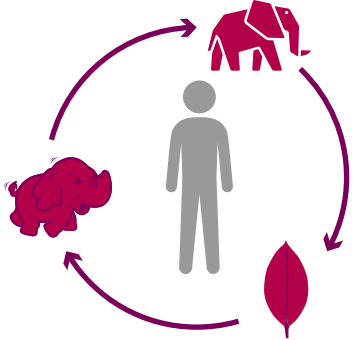
CHANGE – THE ONLY CONSTANT

Insulate Yourself from Big Data Technology Changes

- Your vendors should provide flexible solutions that scale and integrate easily

Hadoop | NoSQL | analytic databases

2



KEEP IT SIMPLE

3

Prioritize Usability over Complexity

- Simplified environments allow more people to interact with data, which enables

discovery | user-generated solutions



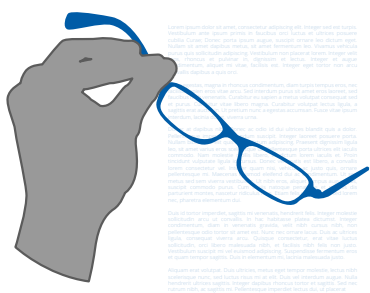
READ THE FINE PRINT

Choose License Models Wisely

- Open source requires doing your own support

traditional software licenses | open source licenses
commercialized open source licenses

4



COME TOGETHER

5

Select Systems Purpose-Built for Embedding

- Data from any source should transform easily for access from any application

embedded analytics | data in context

