Will you be blown away by big data?

Building a strong foundation with Big Data Integration

Since 80% of the work in a big data project goes toward data integration, it is vitally important to manage big data effectively.

20%

A big data integration platform that is flexible and scalable is needed to keep up with today’s ever-increasing big data volume.

Let’s look at a familiar tale to illustrate three different approaches for big data integration

1. Hadoop alone.

Hadoop is great for analytics, but it is not designed to be a data integration solution. Using Hadoop alone is like building a house made of straw. It can easily fall apart when just a small amount of stress is added to the system.

2. Hadoop plus other platforms.

Integrating Hadoop with other data platforms requires complicated hand coding that is unable to scale as data volumes grow. Hand coding may work in the short term but can’t efficiently support production. It’s like building a house made of wood. It may look sturdy and hold up for a time, but it will quickly become overloaded and expensive to maintain.

3. IBM Information Integration platform

It’s ready to scale and perform with the ever-changing amount and types of data. It’s like building a house made of brick providing a strong foundation for integration of big data.

Move your business forward with confidence. Find out more at ibm.co/BDISuccess