# 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%

80%
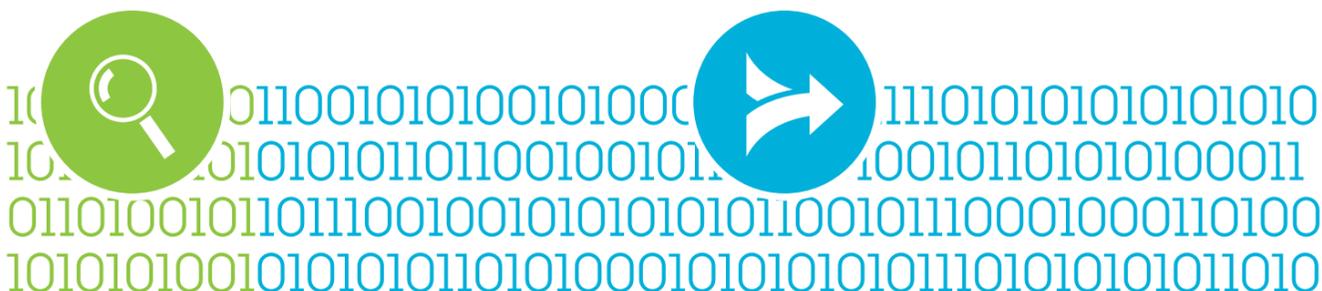
A big data integration platform that is **flexible and scalable** is needed to keep up with today's ever-increasing big data volume.
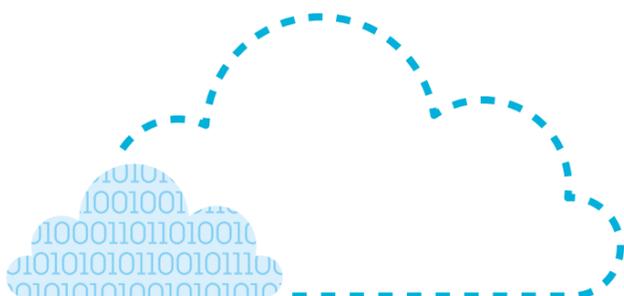
Let's look at a familiar tale to illustrate three different approaches for big data integration

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 overburdened 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**