

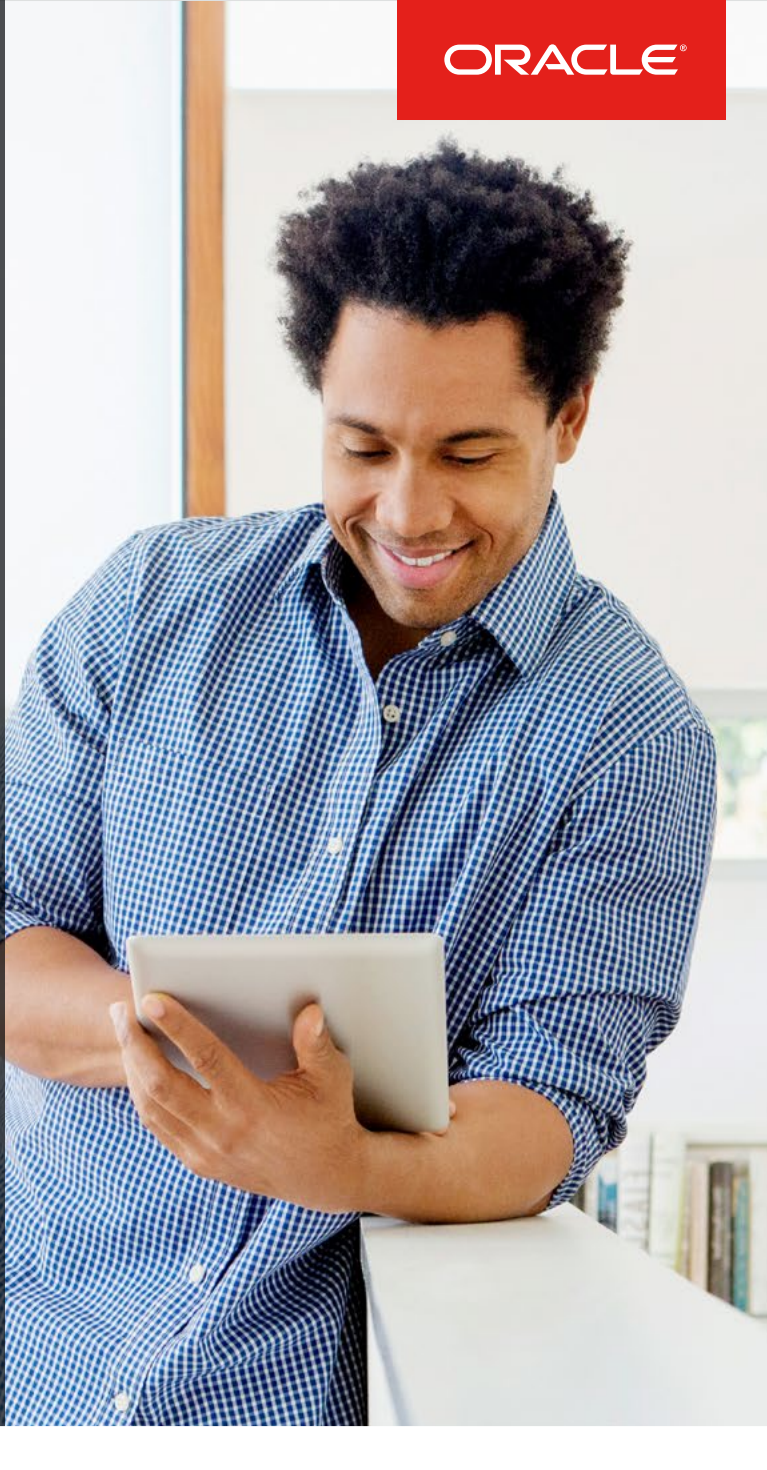
5 Reasons

to Choose Oracle Big Data Appliance

Today's organizations want fast, effective ways to capture, store, organize, and analyze data from siloed sources. And to optimize information processing, they need scalable data warehousing environments that are simple to implement and manage.

Oracle Big Data Appliance is a comprehensive, pre-configured platform that streamlines your big data processing, and provides actionable insights while preventing bottlenecks and eliminating downtime.

Put simply, Oracle Big Data Appliance improves business performance, enhancing the customer experience.



1. Cut costs and complexity.

Your database infrastructure and Hadoop or Spark environments are drowning in an ocean of structured and unstructured data that offers fragmented insights. You try to architect an IT environment using multiple, siloed technology vendors and end up with a set of incompatible systems. Suddenly, you require specialized IT skills to support and maintain your sprawling IT architecture, just to extract some actionable data insights.

The good news? Oracle Big Data Appliance is an out-of-the-box solution pre-integrated with Cloudera software that streamlines big data management and minimizes IT complexity. The platform's simple, unified architecture frees up your IT team from costly and time-consuming IT upgrade cycles, maintenance, and implementations. What's more, you can expect to save approximately 45 percent over three years, versus building your own Hadoop cluster, according to ESG.



“What Oracle Big Data Appliance gave us over a custom, hand-built cluster is a system we can run and manage with the same tools we are using on our Oracle Exadata Database Machines. We don't have to increase headcount to support an appliance that looks very similar to Oracle Exadata.”

Matt Steell,
Head of Global Data Solutions, dunnhumby

2. Faster deployment, easier maintenance, greater performance.

Oracle Big Data Appliance offers a single-vendor experience that makes deploying, maintaining, and upgrading your IT environment quick and easy. Not only do you get superior out-of-the-box reliability, availability and scalability over build-your-own data processing environments.

How exactly? The Oracle Big Data Appliance is integrated, optimized, and tuned to run diverse workloads, helping users segment, analyze, model and interpret massive amounts of data in real time. As a result, it offers powerful big data performance capabilities at scale and speeds up your time to value. With Oracle Big Data Appliance, you accelerate deployments and can gain faster time to value for your IT environment as well the overall business.



“Oracle Big Data Appliance enables us to capture, store, and analyze data that we were unable to access before. We now analyze network events 40x faster, create real-time, targeted marketing messages for data-plan users, and save 13 million call-center minutes per year by providing first-call resolution to more and more customers. There is no other platform that offers such performance.”

Jameel Mohammed, Group Chief Operating Officer,
Globacom Limited

3. Keep your data secure and your business compliant.

Data is your single most valuable business asset, and any data breach can impact customer loyalty, damage revenue, or even bring legal action that could ruin your business. Many organizations rely on a patchwork of multivendor tools and processes, often protecting the network layer instead of the data store in your database.

Ideally, your database and infrastructure should be co-engineered to protect your data. Only Oracle Big Data Appliance offers a unified architecture, strong authentication, authorization, and auditing of data in Hadoop or Spark out-of-the-box—along with full data encryption. So your infrastructure and its data are protected, making it easier to achieve regulatory compliance.



“We are seeing just the tip of the iceberg as we begin to incorporate big data concepts and powerful solutions... into our support operations.... For example, Oracle Big Data Appliance is a comprehensive big data platform, engineered for secure data processing with a low overall total cost of ownership... It is well suited for our initial pilot projects and can scale as our needs grow.”

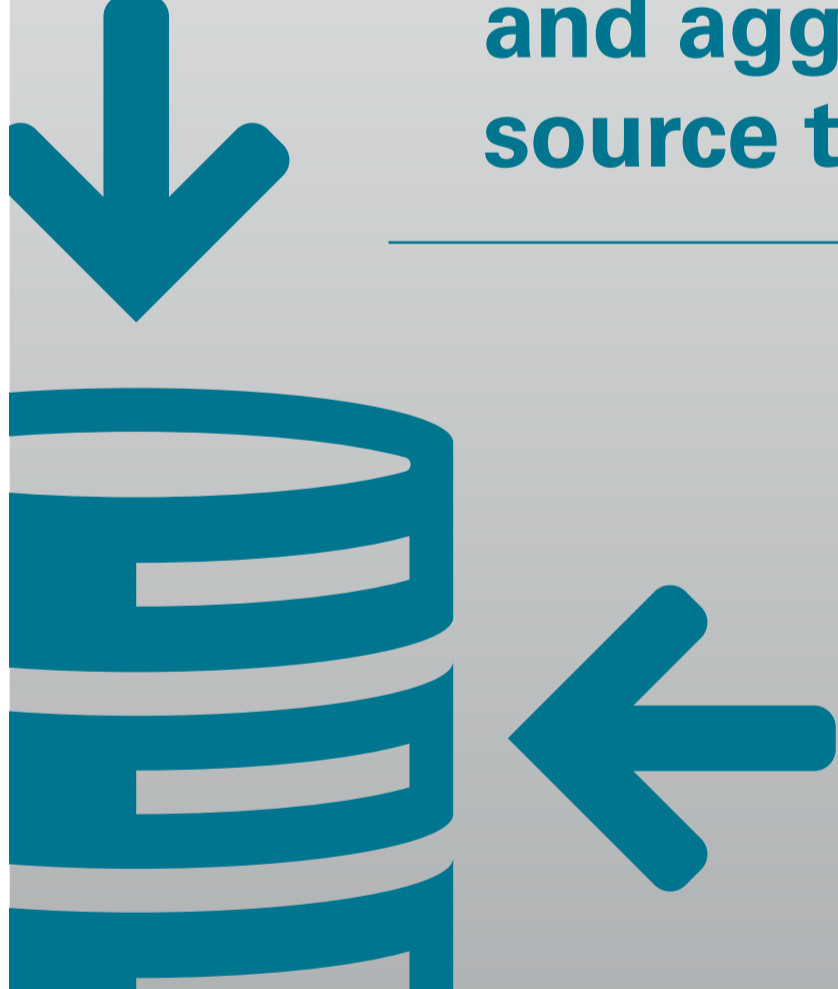
Duane George, Senior Director,
Proactive Support Systems, Oracle

4. Automated data preparation and aggregation with open source technology.

Simplifying data access by streamlining your IT environment is only half the answer to the big data problem—you still need fast and easy insights.

Most users don't know how to aggregate, prepare, or analyze data, so your IT team has to spend valuable time cleansing data and making it ready for analysis. Oracle Big Data Appliance frees your IT resources by delivering robust big data capabilities so your business can gain actionable insights.

With open source tools ranging from Yarn, Spark, and Hive for Hadoop-only workloads, to Qlik, Tableau, and SAS for visualization, Oracle Big Data Appliance lets business users analyze extracted data without needing to learn new technical skills.



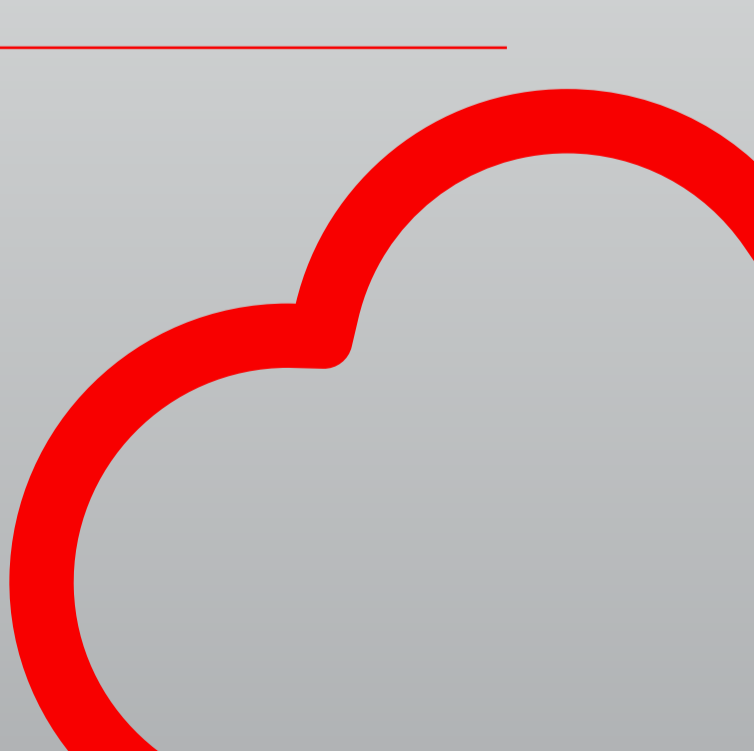
“Data has become much more accessible for our analyst teams to derive insights. Data processing has also become much faster and has resulted in a 30% reduction in flight testing time. Using Oracle NoSQL Database, running on the Big Data Appliance, tasks that took days to complete are now finished in hours.”

Multinational manufacturer civil and military aeronautical products

5. Your first step towards cloud-like agility and simplicity.

Today's organizations recognize the need for IT simplicity and agility—and IT is looking to the cloud for answers. But cloud adoption isn't always possible—regulatory requirements, company policies, and latency issues often tie businesses to costly, complex, on-premises solutions.

Oracle Big Data Appliance delivers the best of all worlds. You can use the Big Data Appliance on premises, through the Oracle Big Data Cloud Service in the public cloud, or via the Oracle Big Data Cloud at Customer—delivered securely on premises, behind your firewall. Simply choose the consumption model that works best for you, and forget integrating different architectures, tools, and management packages.



“We strive to be the world's pre-eminent connected car and broader internet of things integrator, and Oracle is a critical partner on our journey. Oracle inherently delivers an end-to-end stack in the cloud—from Infrastructure as a Service to Platform as a Service and beyond.”

Romil Bahl, CEO, Lochbridge

Using Oracle Big Data Cloud Service and Oracle Database Cloud Service, Lochbridge was able to assimilate and analyze massive amounts of data to help its clients monetize that data and bring IoT innovations to market more quickly.

For more reasons to choose Oracle Big Data Appliance,

[Visit the Oracle Big Data Appliance page](#)

and download our white paper:

[The Surprising Economics of Engineered Systems for Big Data.](#)