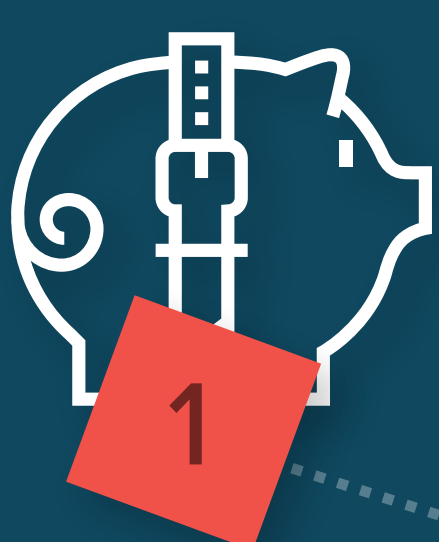# 10

THINGS YOU NEED TO KNOW ABOUT

DATA

VIRTUALIZATION

"Through 2020, 35% of enterprises will implement some form of data virtualization as one enterprise production option for data integration."
—*Gartner*

So, **what is data virtualization and why should you care**? Here are 10 things you need to know.

1

It is cheaper to maintain than traditional integration tools.

Physically replicating, moving and storing data multiple times is expensive. DV creates a virtual data layer which eliminates the need for replication or storage costs.
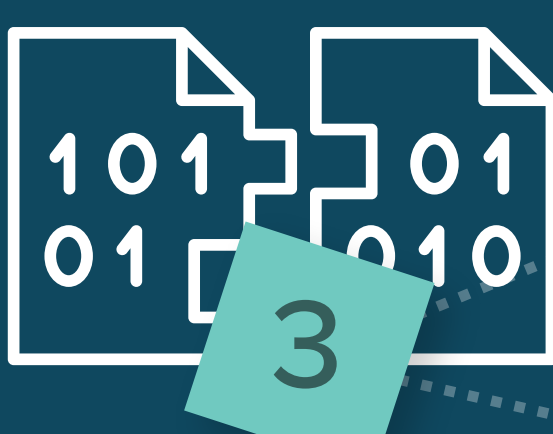
It is a faster way to manage data.

Rather than having to wait hours or even days for your results with traditional data integration methods, DV provides results in real-time.

2

3

It complements traditional data warehousing.

Did you know, DV works alongside and complements traditional warehousing tools?

It maximizes performance.

4

Poor performance is often due to network latency, i.e. the delay before a transfer of data begins. DV connects directly to the source and provides actionable insight in real-time.

5

It enables self-service BI

DV can empower business users to leverage data on their own rather than always having to rely on the technical team.

It ensures secure data governance

6

DV enables a centralized point of access to all kinds of information in the enterprise enabling security management, data governance, and performance monitoring.
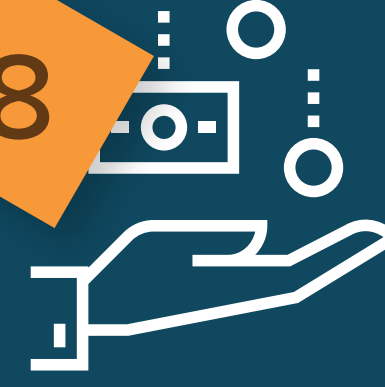
It goes far beyond data federation

DV is a superset of the ten-year old data federation technology. It includes the advanced capabilities of performance optimization as well as self-service search and discovery.

7

It offers great ROI

8

A typical data virtualization project pays back in less than 6 months of implementation. **With data virtualization, business can achieve 50% to 80% time savings over traditional integration methods.**

It is more agile than traditional methods

DV technology includes prototyping capabilities, meaning you can test out your strategy before implementing it on an enterprise scale.

9

It gives the right context to big data fabric

10

Big data fabric enabled by DV integrates data, prepares it for predictive analytics, and makes it available to the consumer in real-time.