



DATA VIRTUALIZATION FOR TODAY'S



The primary concern of today's chief information officers (CIOs) is not the exponentially rising volumes of data that need to be integrated within shorter and shorter timeframes (though this is still a concern), but the rising costs associated with such endeavors.

To that end, this brief presents a simple cost analysis of three different approaches used to provision vendor data for competitive intelligence, based on input from actual companies.





OPTION 1

Engaging IT for a Physical Data Consolidation Project

The first option is to request that IT builds a physically consolidated view of subscription data for multiple vendors. The potential timeline could take 12 weeks:

- Week 1**
Initiate the project request
- Weeks 2–3**
The typical required lead time, before IT can begin the project
- Week 4–5**
Requirements gathering and definition
- Weeks 6–8**
Design and development
- Week 9–10**
Physical consolidation of the vendor subscription data
- Week 11**
Testing and debugging
- Week 12**
Data can now be made available for general use

IT COMMITMENT REQUIRED

1

IT resource

12 weeks

at 40 hours per week

COST

\$17,300

(Based on an annual salary of \$100,000)

*Note that new vendors or new data formats may arise, necessitating revision



OPTION 2

Performing the Analysis Using a Self-Service BI and Analytics Tool

This option is based on the premise that though most business users are comfortable using Excel, a competitive intelligence analysis of this kind would be easier to consume using a dedicated visualization tool. Much faster than the first option, this option could potentially take no longer than 15 days:

- Day 1**
Framing the business problem and corresponding data requirements
- Days 2–5**
Searching for and collecting data from IT, Web, peers, or spreadsheets or flat files from past initiatives
- Days 6–9**
Data preparation: Minimally prepare and load data into the BI product server, manually blend the data from different sources, add formulas to calculate new variables for analysis, and determine needs for additional data such as KPIs and measures.
- Days 10–11**
Finding and acquiring additional data.
- Days 12–14**
Continuing data preparation: Manually blend in newly acquired data, and format for compatibility in the BI tool
- Day 15**
Data visualization and analysis.

IT COMMITMENT REQUIRED

1

IT resource

3 weeks

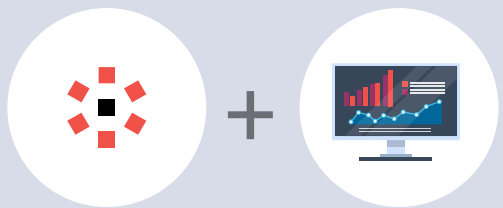
at 40 hours per week

COST

\$2,884.61

(Based on an annual salary of \$100,000)

*Note that new vendors or new data formats may arise, necessitating revision



OPTION 3

Performing the Analysis Using Option 2 Along with a Dynamic Data Catalog Powered by Data Virtualization

In this option, we add a data catalog powered by data virtualization. Data virtualization is a powerful data integration technology that consolidates views of data from multiple sources, in real time, without needing to move the source data. Add this technology to a data catalog, and the result is a data catalog that provides real-time access to data, regardless of where it is stored. Leveraging a data-virtualization-powered data catalog, for discovery and data preparation, along with the visualization tool, users can quickly find and prepare data, perform the needed analysis, and quickly choose the right vendor. This option could potentially take just three days:

- **Day 1**
Framing the problem and speculating about data needs
- **Day 2**
 - An hour or so of finding the data: Search using the data virtualization data catalog to find the trusted data
 - A few hours of data preparation: Move seamlessly through the catalog from data selection to data preparation, model the data using a drag-and-drop interface to meet the needs of the analysis, and build reusable data services APIs with a single click or export the data to the visualization tool
 - Visualization and analysis: Deliver the prepared data in the right format for analysis using any visualization tool; visualize and analyze iteratively
- **Day 3**
Reusable data assets can now be made available for general use

IT COMMITMENT REQUIRED

1

IT resource

4 hours

at 40 hours per week

COST

\$192

(Based on an annual salary of \$100,000)

* Note that unlike the previous two options, this option provides full confidence in data timeliness, since data virtualization provides a real-time view of the data stored in its original location

Cost Comparison



TIME FOR ANALYSIS (HOURS)

Option 1

480

Option 2

120

Option 3

4



COST FOR ANALYSIS (DOLLARS)

Option 1

17,300

Option 2

2,884

Option 3

192

Clearly Option 3, leveraging data virtualization in tandem with a visualization tool, is the most cost-effective option. It is also the fastest option, and the one that provides the most reliable, most up-to-date data, since no data needs to be replicated.



Drillinginfo is a data analytics company for energy exploration decision support, helping the oil and gas industry achieve better, faster results. By implementing data virtualization in place of physically replicating data, Drillinginfo can now build and deliver data services to internal and external consumers within **one day rather than the 1-2 weeks** that it would have normally taken.

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The Denodo Platform enables us to build and deliver data services, to our internal and external consumers, within a day instead of the 1 – 2 weeks it would take with ETL.

– MANAGER, DRILLINGINFO



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