Abstract

Publishing house Nine Five One Press announced today the release of Data Virtualization: Going Beyond Traditional Data Integration to Achieve Business Agility, a book authored by Judy Davis and Robert Eve focused on helping IT and business professionals better understand the impact of Data Virtualization technology within the enterprise. The book includes in-depth case studies from NYSE Euronext, Pfizer, Qualcomm and other top-ranked global firms illustrating how these firms leverage data virtualization for greater business agility.

Data Virtualization Powers Business Agility

Nine Five One Press has released the first book to cover the data virtualization space titled Data Virtualization: Going Beyond Traditional Data Integration to Achieve Business Agility. Both authors are seasoned industry veterans. Judy Davis is an independent analyst with over 30 years of experience in business applications and Information Technology (IT) and Robert Eve is Executive Vice President of Marketing at Composite Software, a leading data virtualization software provider, and he brings decades of expertise to the project.

Davis and Eve draw upon real-world examples from global 100 firms who have adopted data virtualization helping readers better understand how the technology enables a more agile business environment. These companies are leaders in the communications, energy, financial services, health care and technology industries.

The supporting case studies build upon three areas of agility defined in the book: business decision agility, time-to-solution agility and resource agility. Each of these topics plays a key role in delivering value to IT and business. These companies experienced a wide variety of success including 50% improvements with time-to-market initiatives, outsourcing supply chains globally, expanding service offerings and realizing Return On Investments (ROIs) at levels as high as 200%

Data virtualization is a data integration technique that provides access to information through a virtualized service layer. Generally the system leverages data from multiple and disparate sources and executes queries to retrieve the data and often combines or federates this data with other sources. The system can also transform the information to prepare it for consumption by various applications. Data virtualization solutions add levels of agility that are difficult to achieve with less sophisticated or traditional ETL solutions.

• **Business decision agility** – By delivering complete, high quality and actionable information data virtualization enables professionals to execute quicker and make more insightful decisions.

• **Time-to-solution agility** – Bringing solutions to market quickly by supporting a streamlined infrastructure for data enables companies to act faster and implement with greater speed than traditional methods saving time and money.

• **Resource agility** – Data integration efforts often represent a large portion of IT project budgets. Data virtualization has proven effective in optimizing development cycles and lowering data management costs.
Best Practices and Case Study Overview

Each of the ten companies highlighted in the book derived unique value by utilizing data virtualization technology. Each has used the technology for a minimum of two years, some for as long as six. Through this experience five best practices surfaced among the use cases.

1. **Centralize responsibilities for implementing data virtualization** – This is a critical best practice for execution and adoption of the technology. Creating a central point of execution enables the technology to grow faster within your company and improve process reuse and speed of development.

2. **Educate the business on benefits of data virtualization** – Socialization of technology success is always a critical step in enabling widespread adoption of new solutions and the ROI they deliver.

3. **Pay attention to performance tuning and scalability** – In the early days of data virtualization this was a significant concern. Today’s systems deliver optimized queries, caching and scaling; however, it is still important to monitor and manage performance.

4. **Take a phased approach to implementing data virtualization** – As with most IT projects taking on too much will negatively affect project outcome. Select pilot projects with well-defined goals and short-term ROI before expanding to enterprise scale.

5. **Use an experienced vendor partner for data virtualization technology** – While data virtualization vendors have been active in our market for a decade or more, the technology has become more popular and stronger over the past several years. Partnering with a leading company will benefit your project.

Case Study Highlights

**Comcast** – Comcast has 22.9 million video customers, 16.7 million high-speed Internet subscribers and 8.4 million digital voice customers as of 2010. Keeping track of these customers and their services is an extremely critical yet complicated process. The data resides in numerous locations and tracks service provisioning and account ownership records in two separate but unconnected LDAP directories. Enabling their Internet and digital voice clients to change account ownership in real-time and updating the supporting systems and applications is a complex challenge. The data virtualization solution provided by Composite Software created a virtualized layer between the data and applications that was able to execute these customers’ changes much faster than Comcast’s in-house SLA standards. The project improved customer satisfaction; reduced cost of development and maintenance; and provided easier access to LDAP data. The project saves Comcast over $700,000 annually by making customer more self-sufficient.

**Qualcomm** – Founded in 1985, Qualcomm has worldwide operations in 139 countries and 17,000 employees. The company saw advantage in the agile opportunities that can be delivered with data virtualization; additionally they were faced with a highly complex and distributed data landscape. They were spending too much time and money managing the traditional ETL oriented processes necessary to serve their environment. Qualcomm chose to implement an enterprise wide data virtualization layer powered by Composite Software. They have implemented multiple projects using the system and are realizing benefits that include agility and speed of execution for new projects, reduced support costs and more efficient data management. To date Qualcomm estimates that their data virtualization projects have saved the company over 2 million dollars.

The book includes detailed analysis of these and eight other case studies that have found value in using data virtualization solutions.
EMA Perspective

Data integration technology is enabling new innovation in the world of analytics and business insight. It’s growing in popularity, especially in companies serving a diverse set of applications with a wide and varied ecosystem of data. Popular use scenarios include Cloud data integration, Big Data integration, extending data warehouse functionality, business intelligence data federation and enterprise data virtualization layers. This book does an excellent job outlining the advantages and challenges to leveraging data virtualization. ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) analysts recommend reading it if your company is researching or planning to implement the technology.

Early adopters have found a proven fast track to achieving business agility through data virtualization. It is clear that the time for data virtualization is now.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on Twitter or Facebook.