

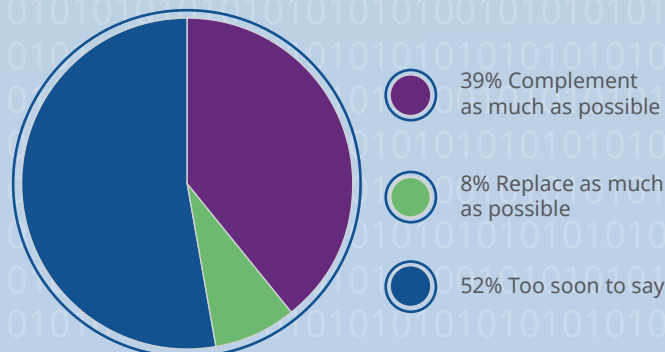
Enterprise IT Uncertainty Around Big Data Initiatives in 2015



SnapLogic and TechValidate survey indicates that while Big Data and Hadoop are popular buzzwords, most companies are uncertain about how and when to implement these technologies.

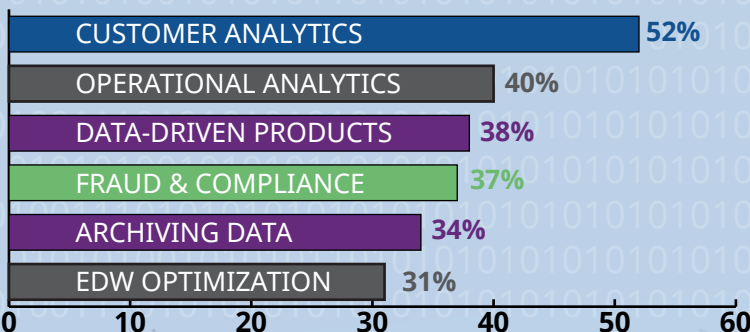
Big Data Investment: EDW Complement or Compete?

How will your big data investments work with your existing data management infrastructure in the next 3-5 years?



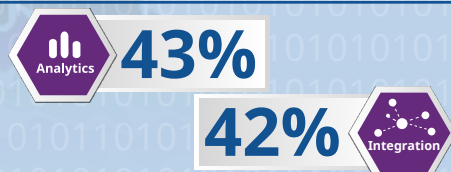
Big Data Drivers

52% said customer analytics was the main driver for investing in big data solutions.



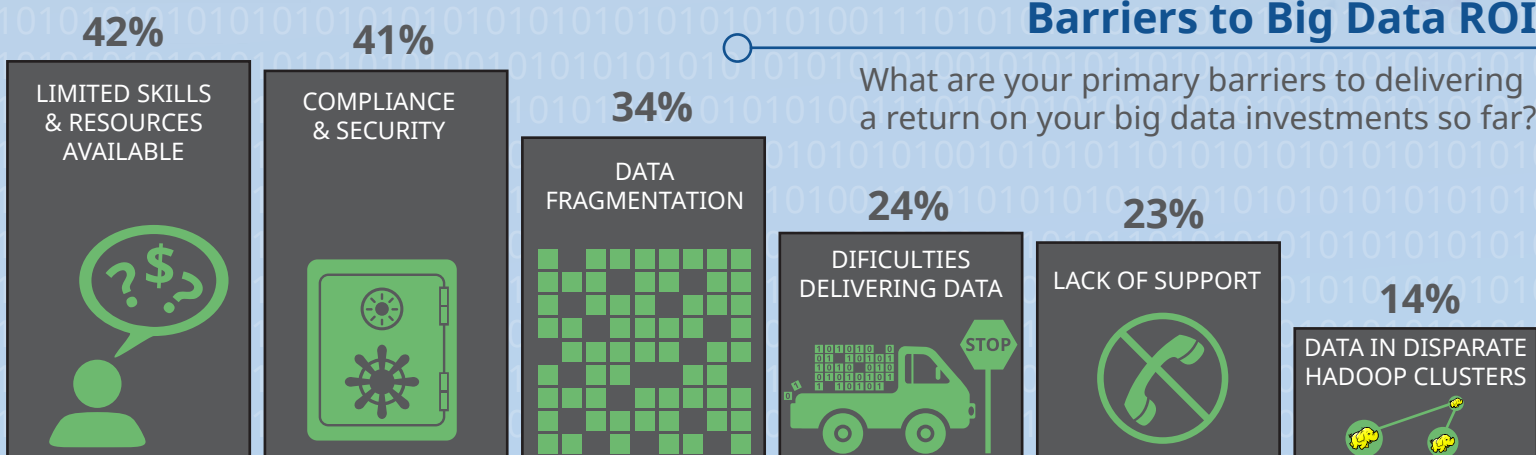
Big Data Investment Priorities in 2015

Analytics and Integration are the top two big data technologies companies will be investing in.



Barriers to Big Data ROI

What are your primary barriers to delivering a return on your big data investments so far?



Hadoop Distribution

78% don't know which distribution to use.



Hadoop Tools

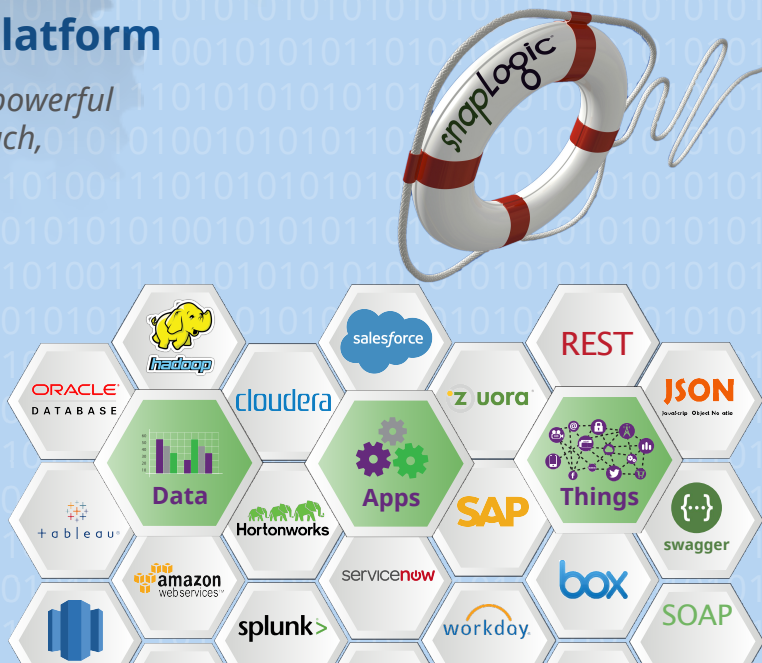
81% don't know which Hadoop tools to use.

The SnapLogic Elastic Integration Platform

"By running natively on Hadoop, SnapLogic delivers powerful application and data integration and extends the reach, performance and utilization of big data platforms."

- **Gaurav Dhillon**, co-founder and CEO, SnapLogic

Powered by SnapReduce and the Hadoopplex, with SnapLogic you can quickly and easily ingest, prepare and deliver big data. Go beyond developer tools like Sqoop and Flume with a powerful, yet easy-to-use cloud-based designer, manager and monitoring dashboards and a Hadoop-scale data integration processing network that can run in the cloud, on-premises and natively on Hadoop as a YARN application.



About this Data

TechValidate research data is sourced directly from verified business and technology professionals. We verify their identity, but protect it so that they can speak freely.

Much of the data we publish represents the experiences of customers and users of the products and services we cover, and we always verify that this data comes from actual customers and users.

We publish only factual data – statistics, deployment facts, and the unfiltered voice of the end-user – without any editorial/analyst commentary.

About SnapLogic

SnapLogic is the leader in Elastic Integration, helping companies connect enterprise applications and data in the cloud and on-premise for improved business agility and faster decision-making. With the award-winning SnapLogic Integration Cloud, organizations can more quickly and affordably accelerate the "cloudification" of enterprise IT with a fast, multi-point and modern integration platform as a service (IPaaS). Funded by leading venture investors, including Andreessen Horowitz and Ignition Partners, SnapLogic is used by prominent companies in the Global 2000.

About TechValidate

TechValidate is a trusted third-party research organization that directly interfaces with business and technology end users to collect and validate information about their deployments. More information is available at www.techvalidate.com.

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