Company Name: Maxwell Staffing Agency

Company mission: Supply talent to various work sites

Issue: Small company growing and having issues as the data needed grows

Why Big Data

The advantages of treating all data as big data can not be understated in today's time. One of the most obvious reason to use a big data solution is in the fact that if your small data sets ever become bigger than there will be far fewer scaling issues. Secondly, big data is more dynamic and responds better to changes better and this is due to the nature of automation. Lastly, big data approaches are more modern and thus your archaic data infrastructure might soon leave your company in past as the data tech moves forward.