

## How Enterprises Are Reacting to the 3 Vs

As with any business innovation disruption cycle in history, enterprises faced with the need to handle the 3Vs of big data had to rethink their existing data retention and analysis strategies. They had to face the reality that, even though the potential insight that can be gained from the data is huge, their existing data architectures make the needed data sources inaccessible, incomplete, irrelevant, and expensive.

On top of that, as data streams in at accelerating rates, the cost to store, reformat, and retrieve information grows quicker than the value it may provide. The cost factor is further exaggerated by the pricing model that the database industry has developed over the years: there is a tendency to charge customers by the amount of data stored, regardless of whether it is used for gaining insight or not. Even when faced with a mounting cost pressure, all modern enterprises realize that big data holds big value. They all know that they are at risk of being left behind if their competitors capture that value before they do.

So, before we deep-dive into why and how Hadoop became the tool of choice for wrangling the 3 Vs of big data, let's first take a look at what kind of big data related business outcomes enterprises hope to achieve these days

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