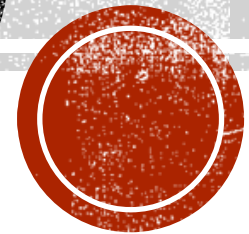


INTEGRAÇÃO DE DADOS

CONTEXTUALIZAÇÃO



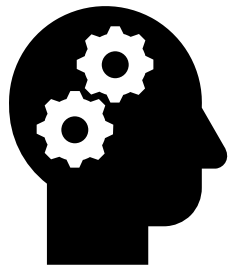
Prof. Marco Paulo Soares Gomes

BIBLIOGRAFIA

- SHARDA, Ramesh. Business intelligence e análise de dados para gestão do negócio. 4 ed. Porto Alegre: Bookman, 2019 (Livro eletrônico)
- material do Prof. Rommel Carneiro
- referências indicadas nos slides



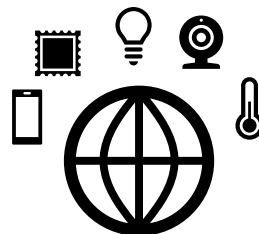
CONTEXTO - 4ª REVOLUÇÃO INDUSTRIAL



Inteligência Artificial



Impressão 3D



Internet das Coisas



Robótica



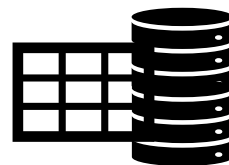
Blockchain



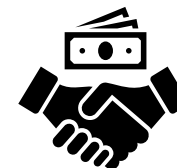
Cloud Computing



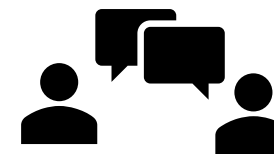
Computação Móvel



Big Data



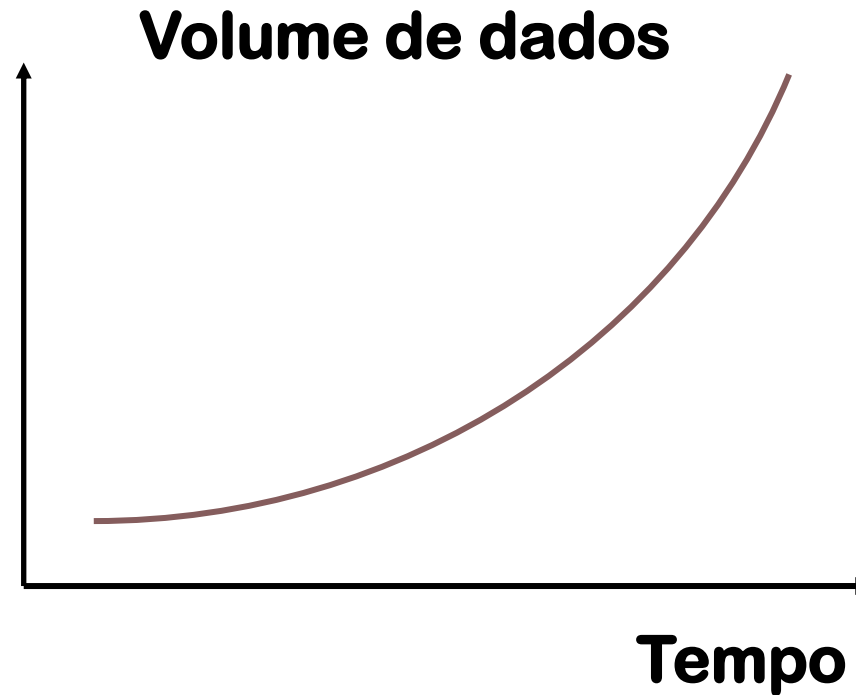
Economia Compartilhada



Redes Sociais



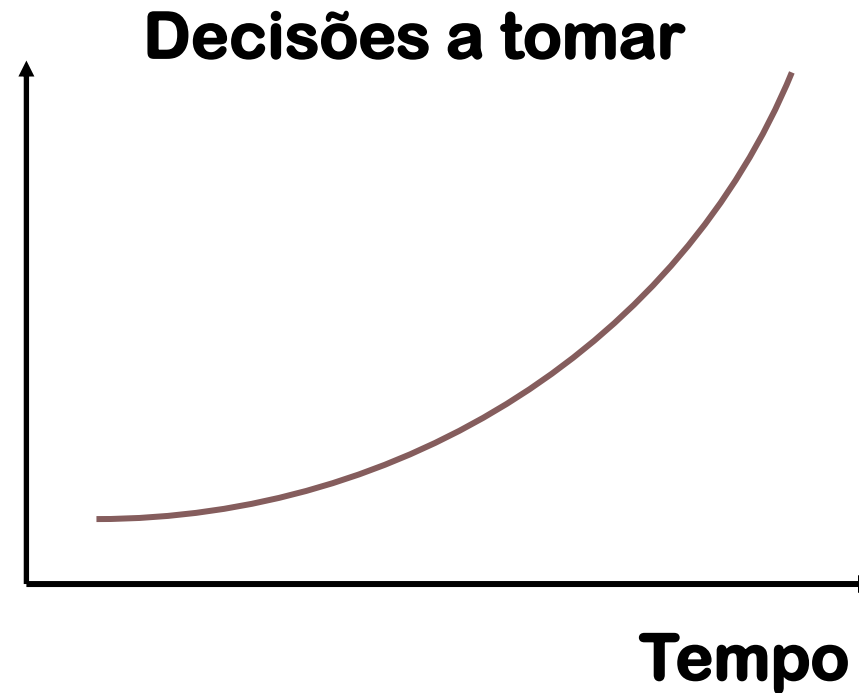
IMPACTO NAS ORGANIZAÇÕES



O volume e a complexidade dos dados têm crescido exponencialmente nas últimas décadas.



IMPACTO NAS ORGANIZAÇÕES

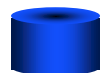


A agilidade no processo de tomada de decisões é fator chave para o sucesso das organizações.

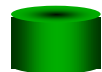


IMPACTO NAS ORGANIZAÇÕES

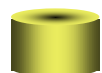
Sistemas Transacionais



ERP



Operação



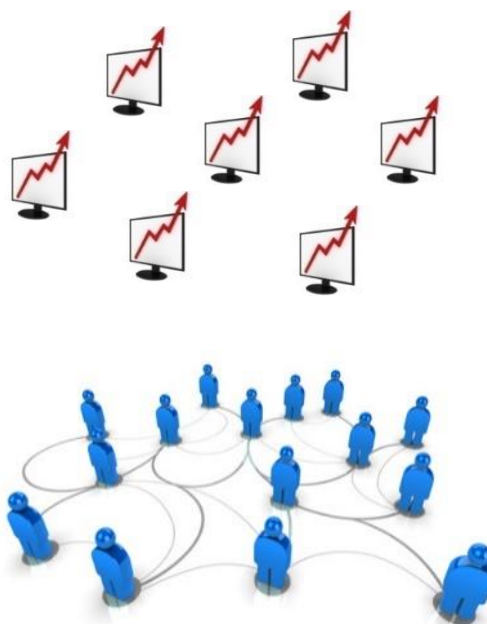
CRM



Financeiro

Arquivos

Informações para Gestão

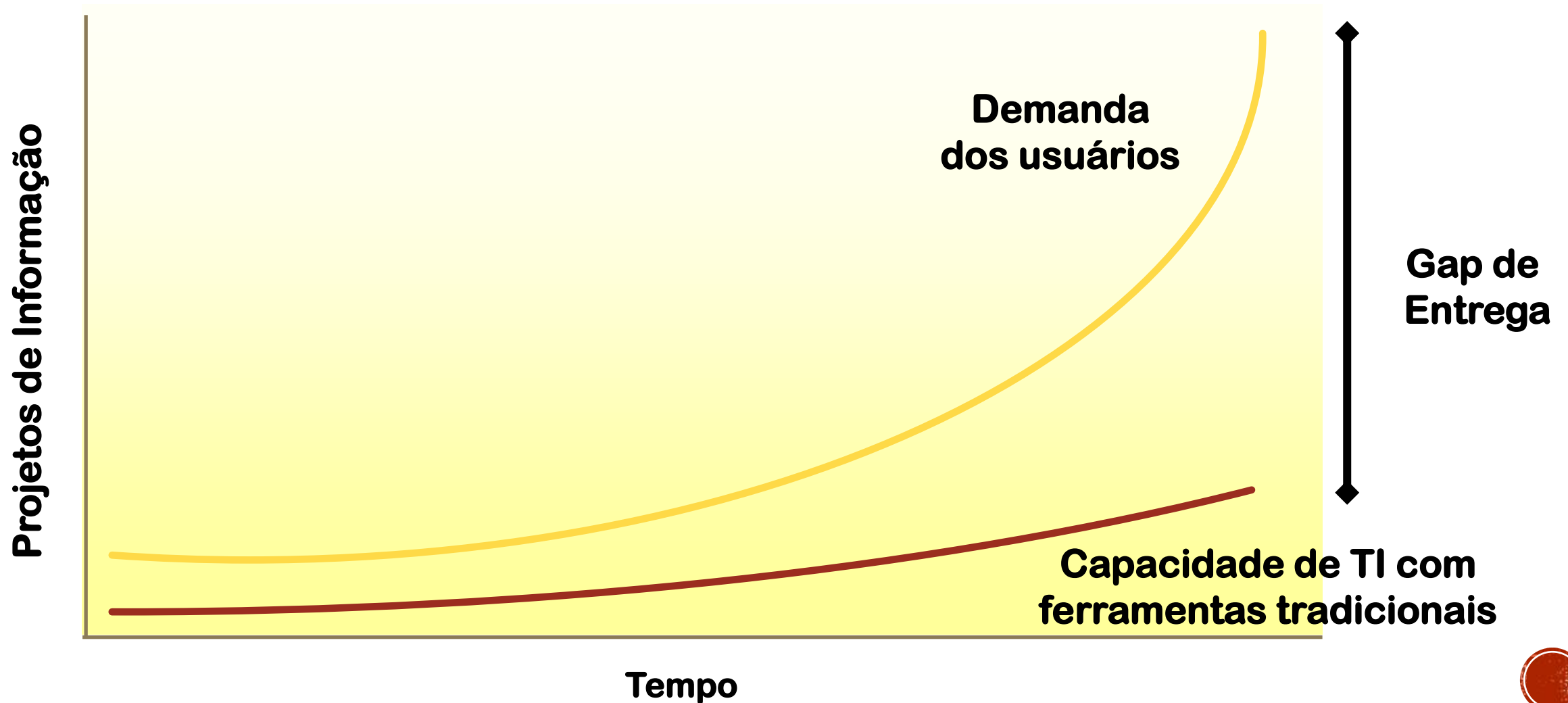


IMPACTO NAS ORGANIZAÇÕES

**O foco dos sistemas
transacionais não é o
apoio à tomada de
decisões**



IMPACTO NAS ORGANIZAÇÕES

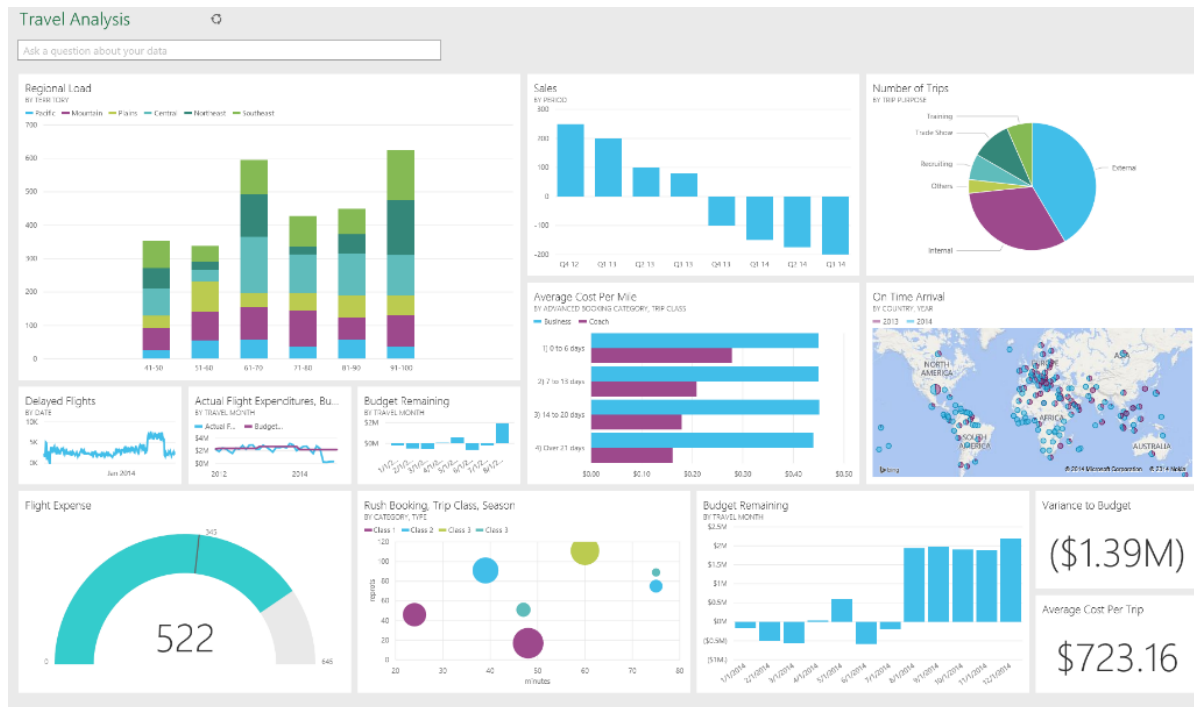


IMPACTO NAS ORGANIZAÇÕES: CONSEQUÊNCIAS

- ❖ Demora na entrega de informações
- ❖ Informações conflitantes e sem qualidade (diversas fontes)
- ❖ Grande demanda para a área de TI para construção de relatórios pré-definidos
- ❖ Relatórios estáticos sem flexibilidade para suportar análises gerenciais
- ❖ Concorrência com a operação



UMA FORMA DE LIDAR COM ESTES PROBLEMAS: BUSINESS INTELLIGENCE & ANALYTICS



Simplifica a descoberta e a análise da informação e dá acesso à informação para todos os gestores em todos os níveis de decisão, permitindo a análise e a ação a partir da informação.



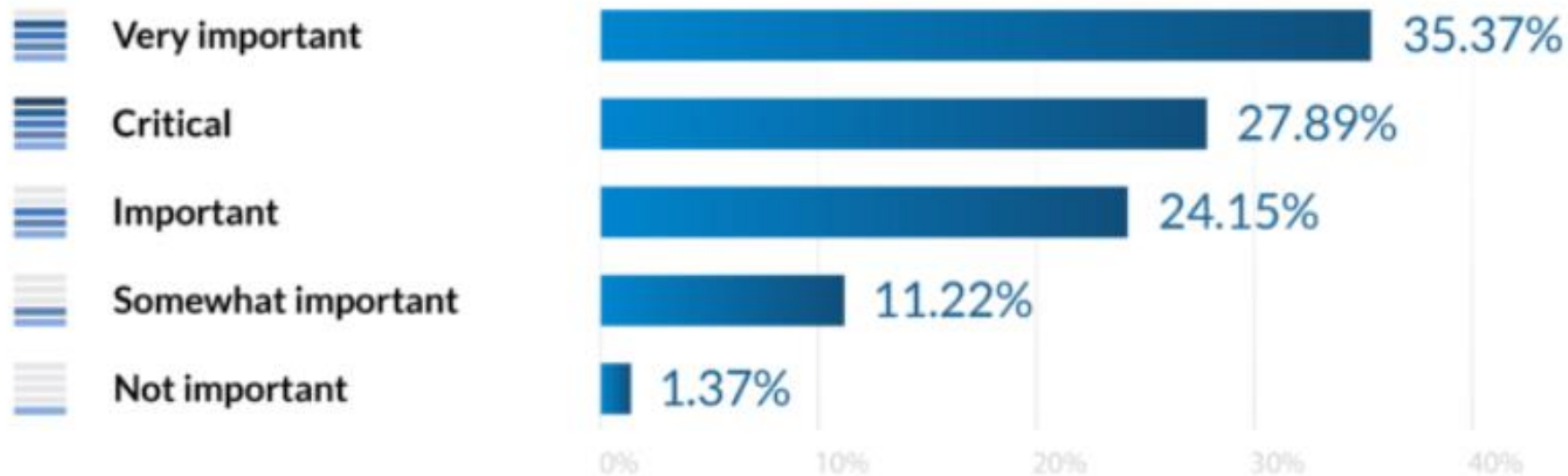
UMA FORMA DE LIDAR COM ESTES PROBLEMAS: BUSINESS INTELLIGENCE & ANALYTICS

O BI&A possui condições para prover sinergia entre os objetivos da organização, as ferramentas da TI e as necessidades dos mais diversos níveis gerenciais da administração.

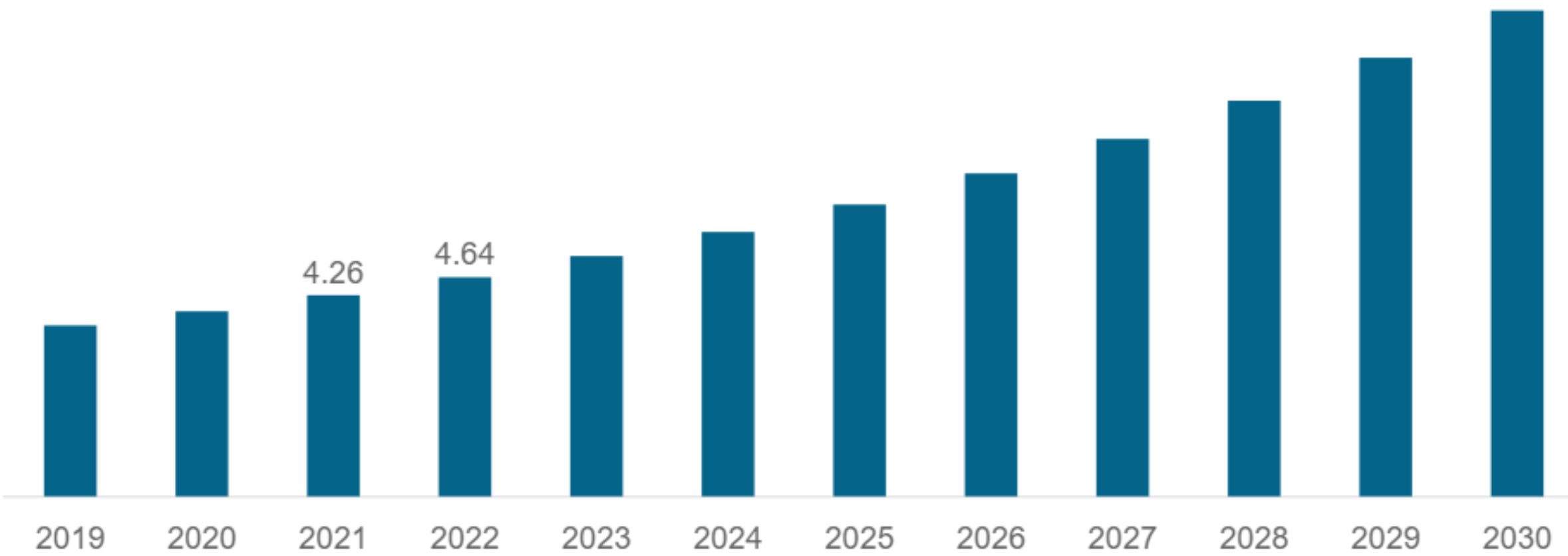


Importance of data preparation according to companies

Source: Dresden Wisdom of Crowds BI Study 2019



North America Data Integration and Integrity Software Market Size, 2019-2030 (USD Billion)



www.fortunebusinessinsights.com



DATA INTEGRATION & INTEGRITY SOFTWARE MARKET



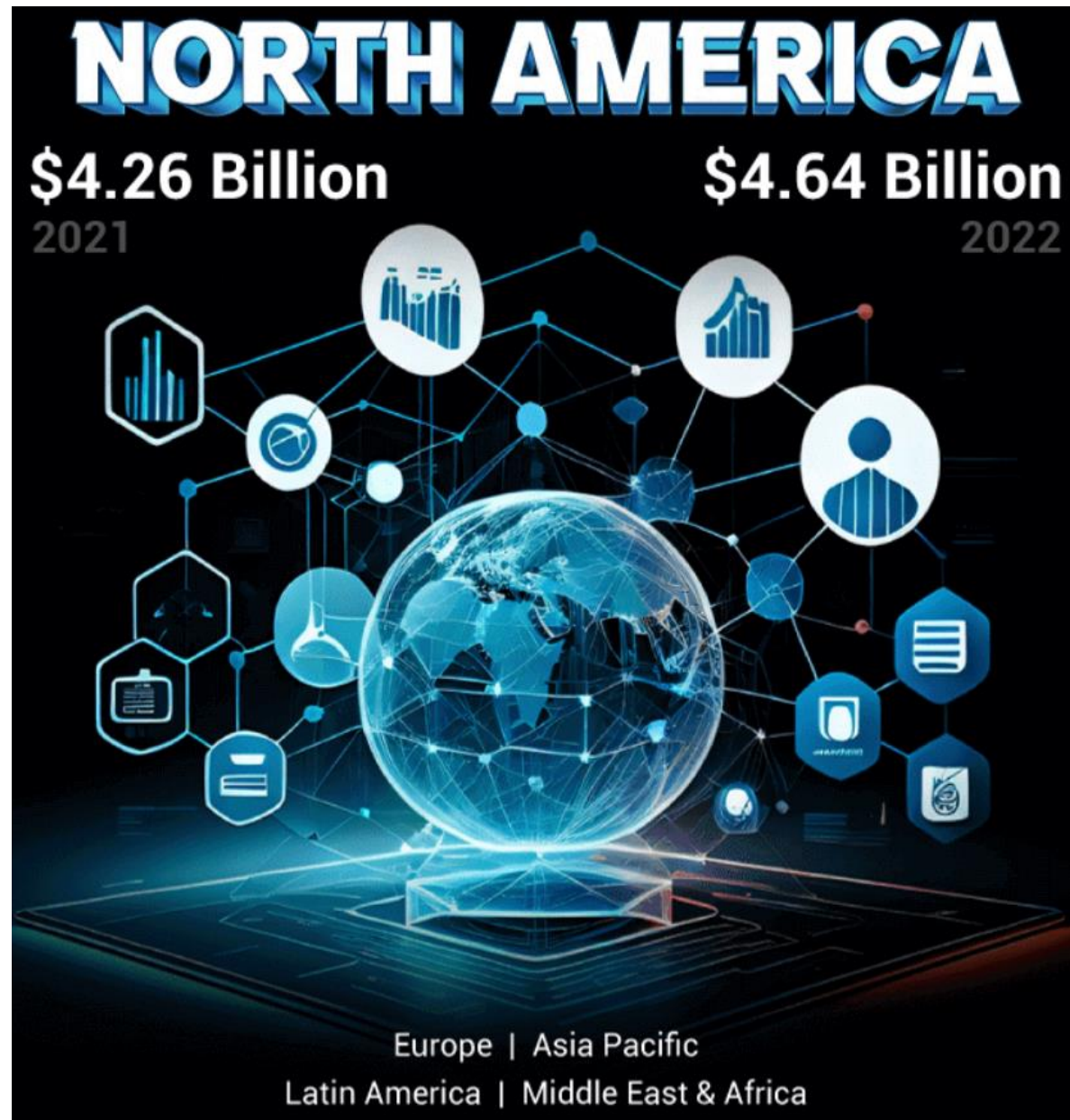
**\$11.86
Billion**
2022

**\$13.20
Billion**
2023

**\$30.21
Billion**
2030

CAGR 12.6%
(2023-2030)





Cloud Incorporation with Data Integration and Integrity Software to Propel Market Growth

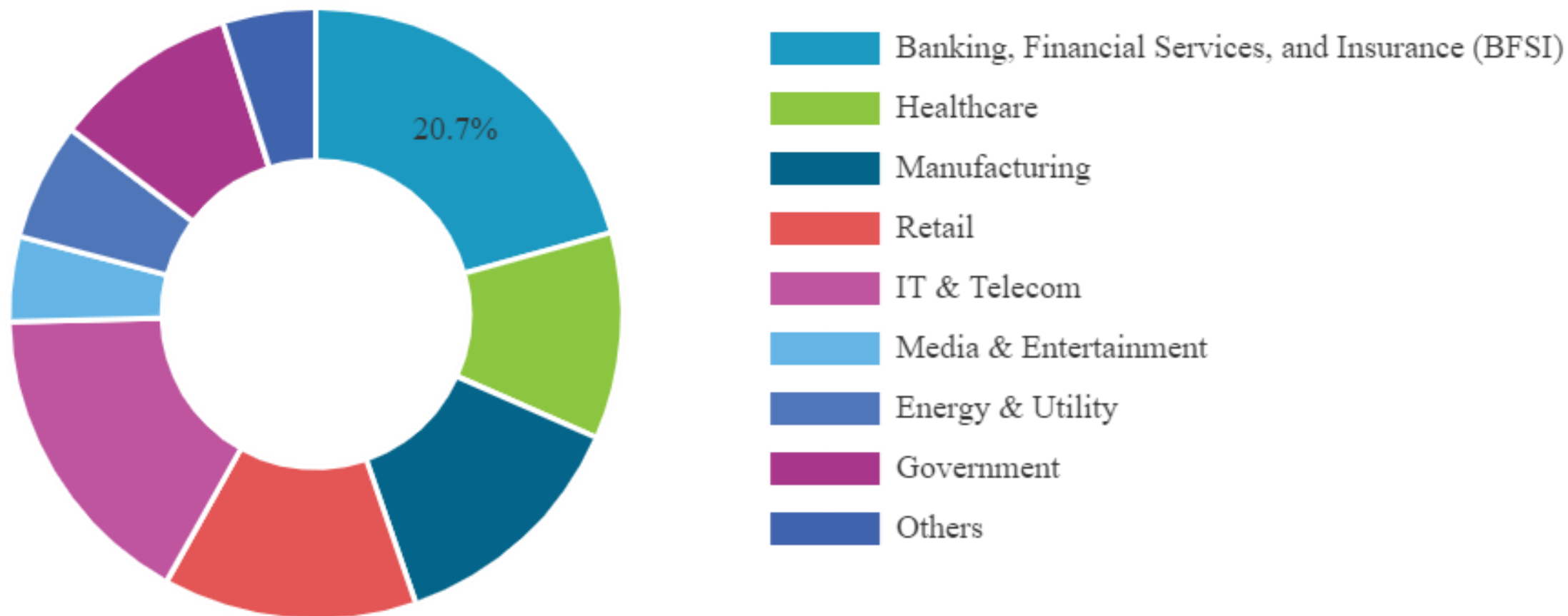
One of the key trends that enables the overall market growth is [cloud computing](#). The integration software is based on analytical models that hold and monitor a large amount of data. The requirement of data monitoring and integration can be operated by cloud technology in a secure and reliable environment at a low cost.

According to an article published by NetApp in January 2020, there is a rising demand to integrate heterogeneous cloud systems. Hybrid cloud and multi-cloud deployments are highly adopted across end-use organizations. Multiple apps in the private cloud, public cloud, and on-premises could use cloud-based data integrity to synchronize and communicate data reliably.

There are mature technologies, such as AWS or an OpenStack data center, for data integration and integrity software within public cloud platforms or private cloud platforms. Due to the growing adoption of cloud-based solutions, the market is expected to grow significantly.



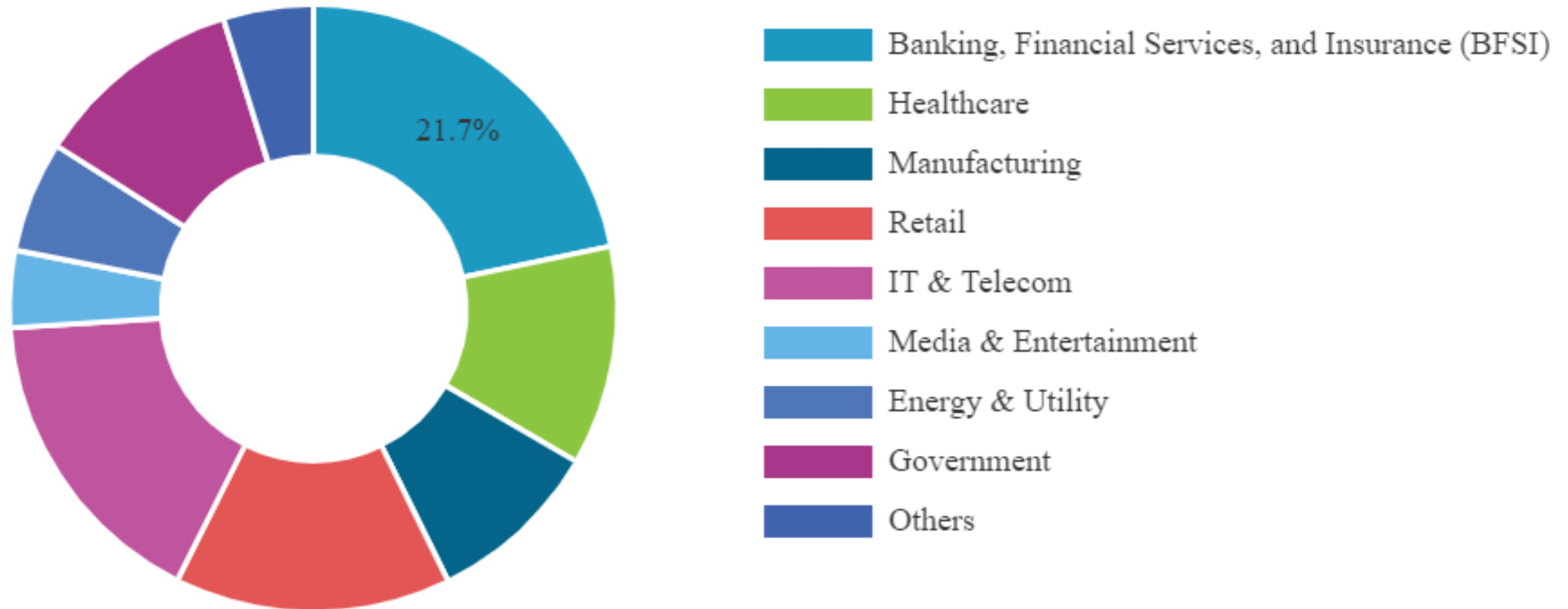
Global Data Integration and Integrity Software Market Share, By Industry, 2022



www.fortunebusinessinsights.com



U.S. Data Integration and Integrity Software Market Share, By Industry, 2022



www.fortunebusinessinsights.com



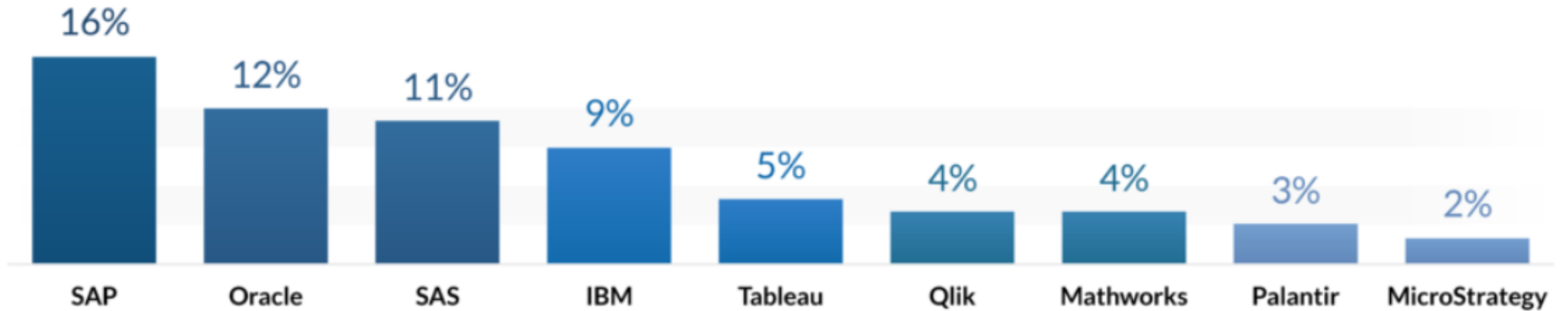
List of Key Companies in Data Integration and Integrity Software Market:



1 Top business intelligence software vendors in the world

Sources: VizVibe

BI software vendors by market share:



Top IAAS platforms preferred by BI vendors

Sources: Dresden



Amazon Web Services



Microsoft Azure



Google Cloud



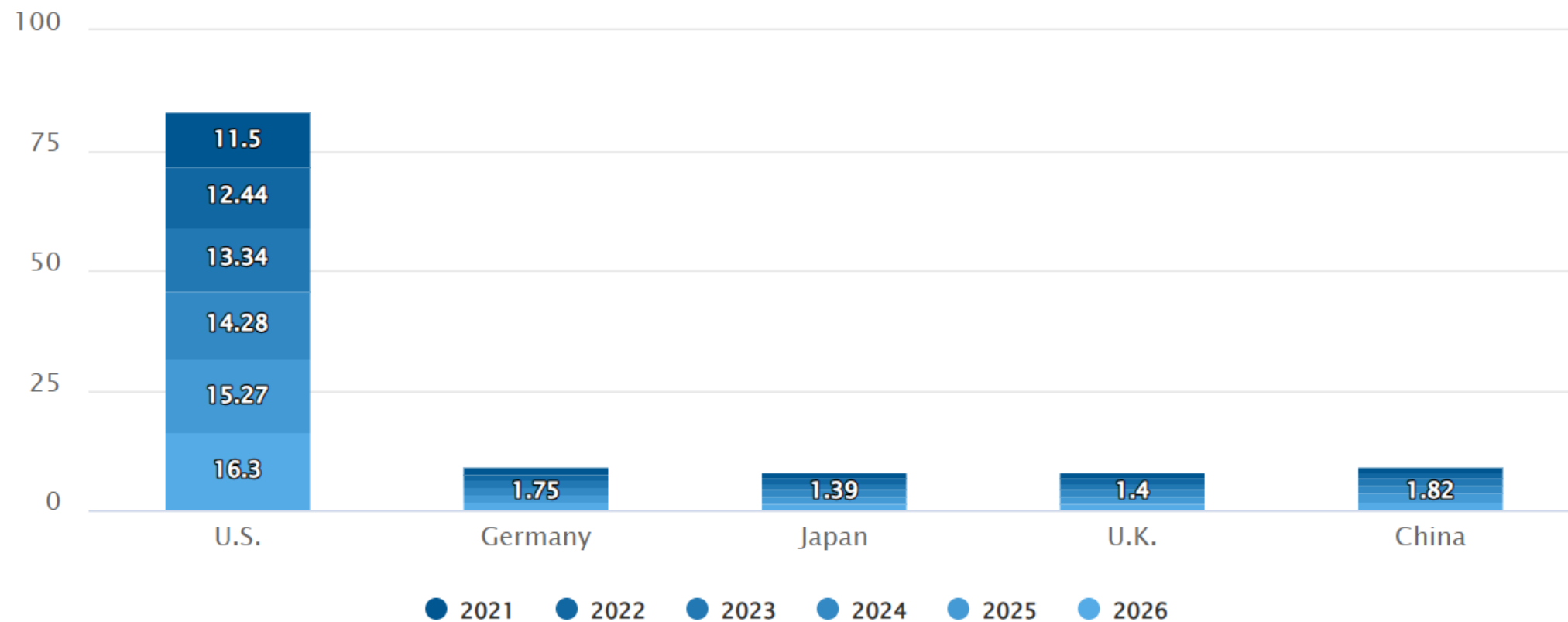
IBM Bluemix



BI Software Revenue Comparison by Country 2021 to 2026



in USD billion



Source: Statista, 2021

Designed by  FinancesOnline



87%

of airports worldwide
are planning to **explore**
BI between 2020 and
2023.



Source: SITA, ACI, Savants, 2021

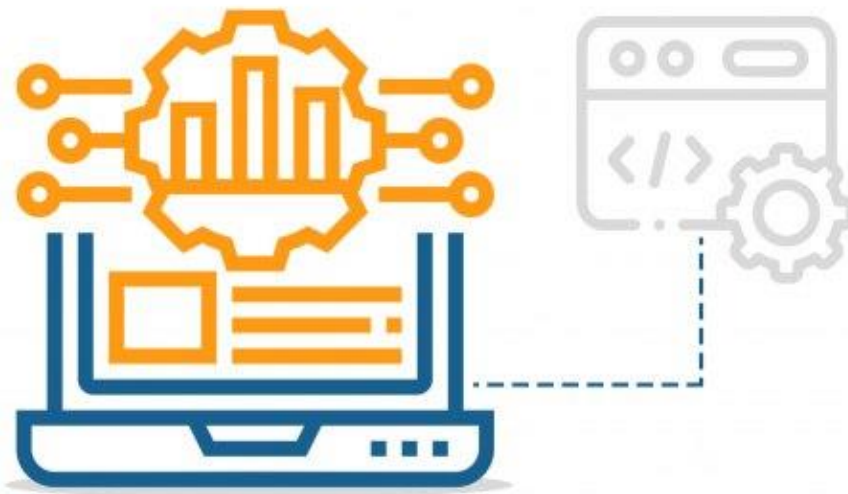


FinancesOnline
REVIEWS FOR BUSINESS



Top Functions for Having Software

BI is the third function
among the top reasons
companies **have software**
for in 2021.

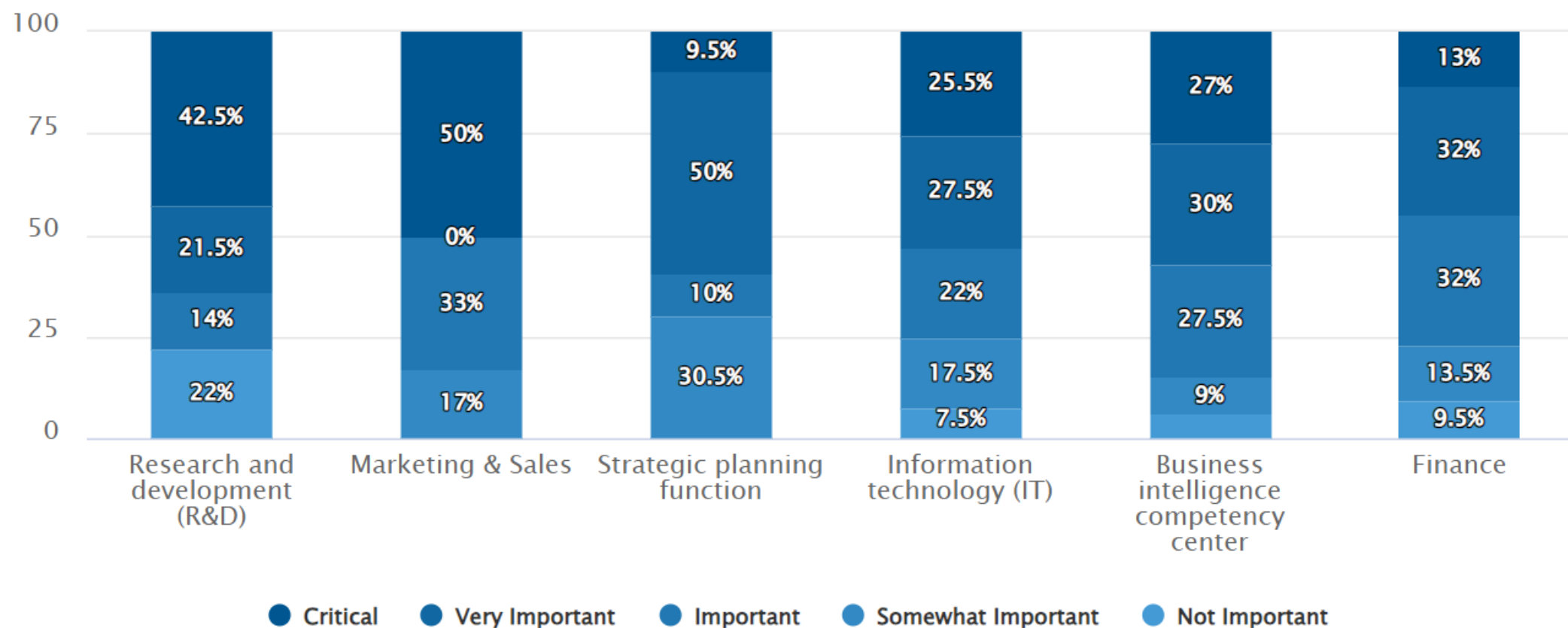


Healthcare **data integration**
is the top followed by natural
language processing.

Source: Gradient Flow, 2021



Cloud BI Importance Worldwide in 2021 by Function



Source: Dresner; Domo, 2021

Designed by  FinancesOnline



11.6 Billion

Number of IoT devices
in 2021.



By 2025, this number is
expected to reach 21.5 billion
devices.

Source: Statista, 2021

 **FinancesOnline**
REVIEWS FOR BUSINESS



Dúvidas, Perguntas ou Sugestões?

