



IBM Midsize Insider Blog

Title: Data Virtualization Vendors and Midsize Firms

Data virtualization vendors have proven to make a difference for companies. This includes firms that want to improve their information infrastructure when it comes to technologies ranging from security to cloud computing. A new report by Forrester Research goes in depth about the growing demands that MSPs will have to meet to compete in the market.

Changing Approaches

Forrester Research issued a report on MSPs and data virtualization called "[The Forrester Wave: Enterprise Data Virtualization, Q1 2015](#)" which was featured in the Cloud Times. The study's goal was to analyze how data virtualization vendors have changed their approach to security, scalability, big data, data discovery, data quality, and cloud capabilities. According to the findings, more enterprise architecture professionals trust virtualization as a way to attain trusted and secure data in real-time. These enterprise architects end up taking the role of strategic partners offering advice on key decisions. The report also found that the overall data virtualization market is growing with mature solutions that support all ranges of deployments.

Integration Needs

Firms need proper integration. That is especially the case for growing firms that need to catch up with their growing pains but simply don't have the time or resources to stretch in a quickly changing era of solutions. The midsize market will be a big opportunity for MSPs that can solve integration problems quickly and accurately. Today's deluge of structure and unstructured data as well as the increased use of third platform technologies such as mobile and cloud have changed the solutions market.

Integrated solutions are the answer providing the simplicity and automation necessary for data virtualization. The solutions that matter must support various business transactions, analytics, and more. Solutions must integrate data from many sources and as quickly as possible. Transactional, operational, and analytical workloads need to co-exist in the same platform. Finally, a more streamlined approach to the entire integration process is a way for clients to gain the most insight from their data and that helps them respond in a faster and more effective way to their changing needs. This includes the consideration of business intelligence and data analytics platforms. With the right strategy, clients can save especially on data replication and consolidation.

Increased Reliance



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Midsize firms can remain ahead of the competition by integrating data from many disparate sources. The latest research shows there is more trust than ever in data virtualization vendors. The vendors that win are presenting a complete portfolio of solutions that can meet today's growing needs and take into account the fast growing business age that incorporates mobile, big data and more.

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