## Realizing the Promise of the Cloud with a Fully Integrated Analytics Platform



Evolve your strategy and architecture Cloud platforms offer more potential for companies to make an impact on business analytics than most realize. The allure for enterprises migrating to the cloud is the fundamental promise of elastic computing, affordable scalability, and managed platforms and services. However, the real business potential comes from agility and enablement for enterprise data management and analytics.

## Read this whitepaper from DBTA and Radiant Advisors to learn:

- Challenges when architecting a data and analytics platform
- Recommendations for evolving the strategy, architecture, and enablement of data and analytics
- How cloud is one architectural component of a fully integrated analytics platform