

Accueil Benvenuto **Bienvenidos** Dobro pozhalovať Huānyíng

Kangei Vitejte Welcome Willkommen **歓迎** 

欢迎



# Friendly Reminders



- News Releases are available on your flash drives and are embargoed until the date and time listed on the release.
- No social media zone



On-line News Room contains photos, video and other information
http://www.teradata.com/PARTNERS-Media-Newsroom

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# Victor Lund– President, Chief Executive Officer

Sunday Media Briefing

- Oliver Ratzesberger Executive Vice President and Chief Product Officer
- Randy Lea Vice President of Americas Business, Analytics and Think Big Consulting













# Media Briefing

Victor Lund President & CEO

September 11, 2016

#TDPARTNERS16



14.1







GEORGIA WORLD CONGRESS CENTER





6 #TDPARTNERS16



GEORGIA WORLD CONGRESS CENTER

# **OLIVER RATZESBERGER**

0100000

# EXECUTIVE VICE PRESIDENT AND CHIEF PRODUCT OFFICER



# PARTNERS ANNOUNCEMENTS





Under

 Customer data integration, advanced behavioral analytics, and multi-channel marketing 9



High-impact outcomes that benefit the bottom line Optimized analytical ecosystem Flexibility and agility to most effectively run your organization

### BUSINESS SOLUTIONS

# ARCHITECTURE EXPERTISE

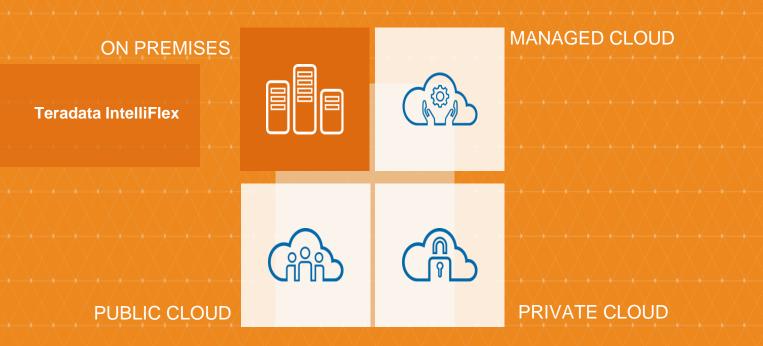
# TECHNOLOGY SOLUTIONS

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PUBLIC CLOUD





#### MANAGED CLOUD

Teradata Managed Cloud - Germany





PRIVATE CLOUD





#### MANAGED CLOUD

Teradata Database on Amazon Web Services

#### PUBLIC CLOUD









Teradata Database on Microsoft Azure

#### PUBLIC CLOUD





*[*0]

#### **PRIVATE CLOUD**

PUBLIC CLOUD





#### MANAGED CLOUD







#### = TERADATA Cloud Benchmark

#### 16 Nodes/24TB Data 5 Streams of Analytic, 30 Streams Tactical

TERADATA on Azure	TERADATA on AWS	TERADATA Managed Cloud	Competing Cloud Database
Queries Run O (0x) Queries/Hour	Queries Run O (0x) Queries/Hour	Queries Run O (0x) Queries/Hour	Queries Run O (0x) Queries/Hour
0 Cost/Query \$0.00	0 Cost/Query \$0.00	0 Cost/Query \$0.00	0 Cost/Query \$0.00
GS4, 16 nodes / HDD	d2.8xlarge, 16 nodes / HDD	CCU, 16 nodes / HDD	ds2.8xlarge, 16 nodes / HDD
\$10.00*/hr/node/1yr commit	\$10.30/hr/node/1yr commit	\$9.27/hr/node/1yr commit	\$5.40/hr/node/1yr commit

#### 1 day 18:39:50

#### TERADATA DATABASE MAPS ARCHITECTURE

~90% reduction expansion downtime
Cloud elasticity; expand/shrink

#### TERADATA DATABASE ADAPTIVE OPTIMIZER

- In-stream query replanning
- Adapts to the host platform



# TERADATA INTELLIFLEX

Independent Scaling of nodes and processing > 2X performance improvement per rack

2x more memory

All SSD configuration

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# ASTER ANALYTICS





### **Teradata Market Research**



Customers On Hybrid Cloud By 2020 Looking To Buy "As A Service" Workloads Run On Public Cloud By 2020

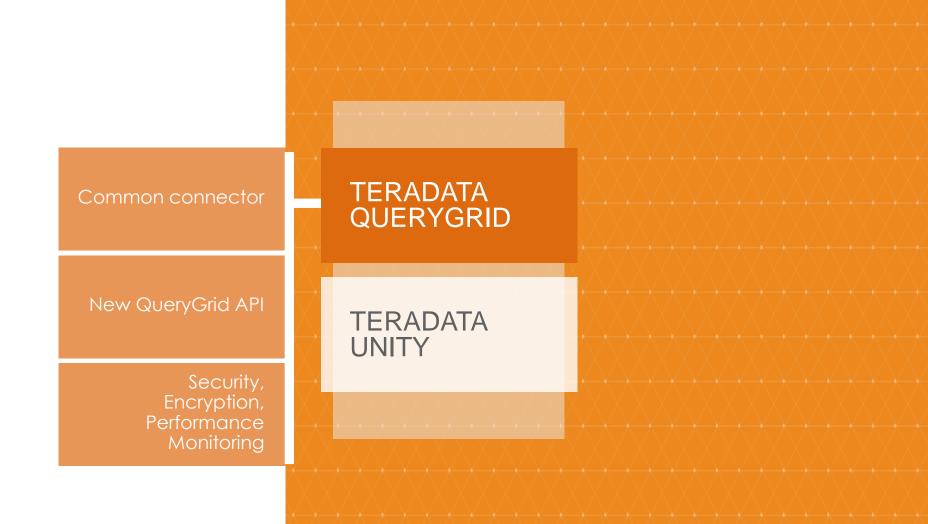


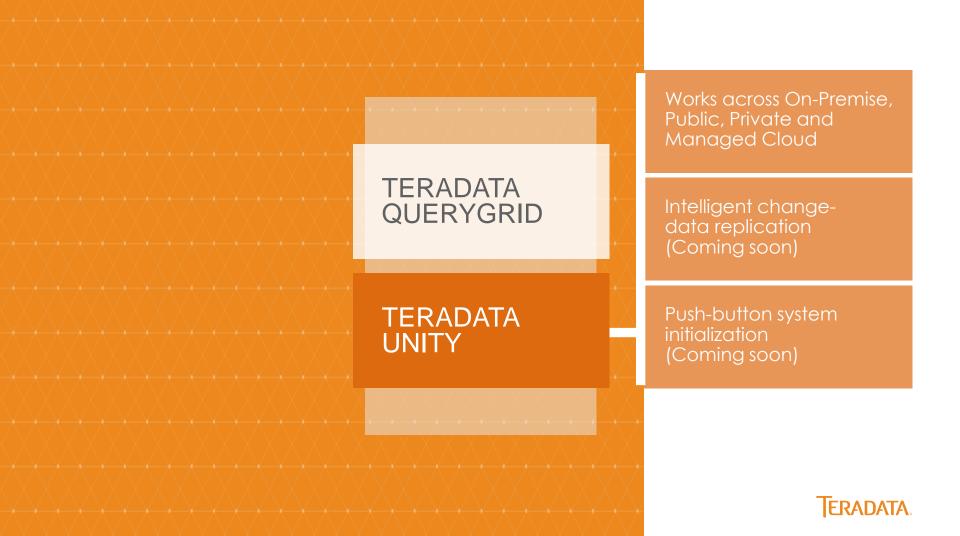
# **BORDERLESS ANALYTICS**

**CLOUD BURSTING** 

CLOUD DATA LABS

**CLOUD DISASTER RECOVERY** 





# **BUSINESS** SOLUTIONS



RANDY LEA

VICE PRESIDENT OF AMERICAS BUSINESS, ANALYTICS AND THINK BIG CONSULTING



### ANALYTICS BUSINESS CONSULTING

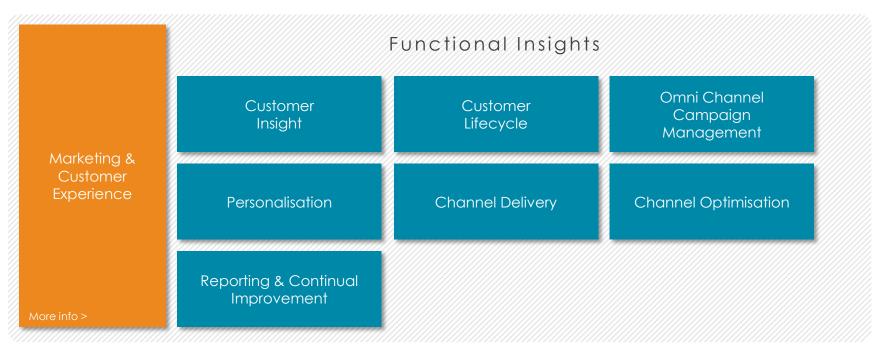
### ANALYTICS SOLUTIONS

Data and analytics capabilities driving value across the organisation

Functions	Marketing & Customer Experience	Risk Management	Finance & Performance Mgmt
Business I	Regulation & Compliance	Operations Management	Infrastructure & Corporate Management
		Analytic Infrastructure	
		Data Sources	



Each Business Function is comprised of one or more Functional Insights Functional Insights can be Proven IP, an Analytic Solution or an Analytic Application







Develop a deep understanding of the customer to drive informed decisions and communications

	Analytical Capabilities			
	Customer 360	Transaction Classification	Predictive Models	
Customer Insight	Event Detection	Customer Value & Profitability	Customer Segmentation	
	Customer Self-Service Insight	Product Affinity	Customer Behavioural / Preference Analysis	
More info >	Customer Social / Network Analysis	CSI / CEM		





Data and Analytics Capabilities Driving Value

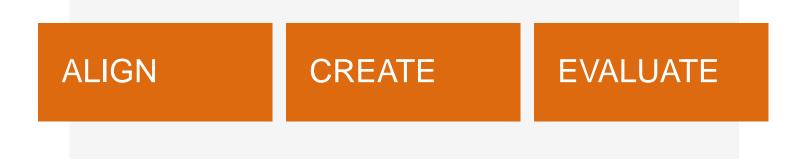




# RACE

# **RAPID ANALYTIC**

# **CONSULTING ENGAGEMENT**















Innovation Analytics

**Proven Analytics** 

Packaged Analytics

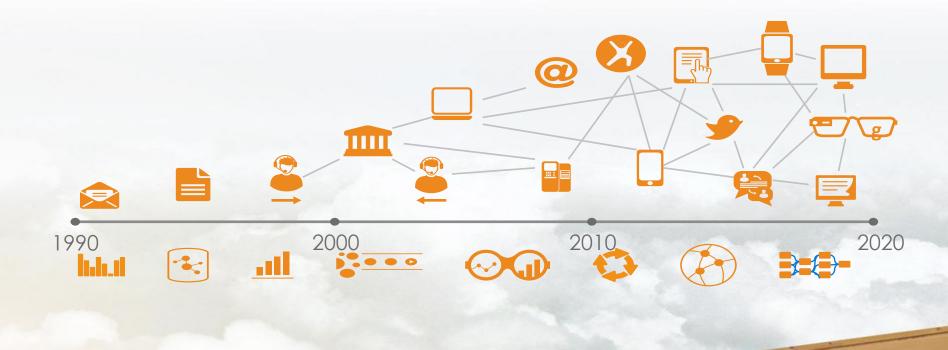
Analytic Applications

ANALYTIC SOLUTIONS				
CUSTOMER	FINANCE	PRODUCT QUALITY		
JOURNEY	FOUNDATION	AND MAINTENANCE		

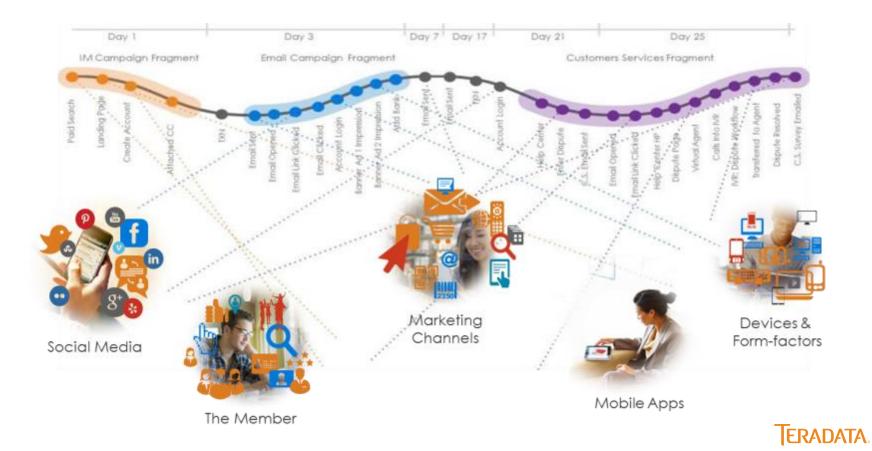


### The Customer Journey

Understanding and Executing the Customer Journey – The Challenge



### **Understanding the Customer Journey**



## AT SCALE FOR EACH AND

## **EVERY CUSTOMER JOURNEY**

# CUSTOMER JOURNEY

### CONNECTED DATA

Complete 360° customer view, incorporating digital and other data sources, updated in real time

## CONNECTED ANALYTICS

Advanced multigenre analytic techniques with machine learning

#### CONNECTED INTERACTIONS

Multi-channel marketing automation



# BUSINESS OUTCOMES

RETAIL BANKING

CONNECTED DATA

\$15m additional sales revenue delivered through Integrated Digital Data in year 1 CONNECTED ANALYTICS

\$10m additional sales revenue plus >40 business improvement opportunities identified in a single 6 week RACE engagement CONNECTED INTERACTIONS

\$16m in additional sales revenue via 110 automated trigger campaigns, in 7 months, with 2FTE





80%

COMPANIES WITH UNCLEAR IoT GOALS, NARROW USE CASES, LIMITED ANALYTICS SCOPE

This Changes Everything			
Product/Service	Operations	Support	Business Goals
Periodic plans and design	Silos, manual operations	Unexpected failures	Product-centered
l Continuous design + feedback I	Automation + feedback	Fixed before it breaks	l New digital business revenue





"This new product data is valuable by itself, **yet its value increases exponentially when it is integrated with other data**, such as service histories, inventory locations, commodity prices, and traffic patterns..."

Dr. Michael Porter



All Sensors data from multiple airlines entire fleet for years - trillion of records - 60-80x more efficient on storage and queries with Teradata

> Patent Application Published May 5, 2016







### Guarantee if they're delayed more than 15 minutes, they pay you back the whole ticket

Gerhard Kreis Siemens Spokesman



# **VOLVO**

Cars shouldn't crash...we need to calibrate the systems so it gives the driver every last possible moment to take action

> **Jim Trainor** Volvo Spokesman







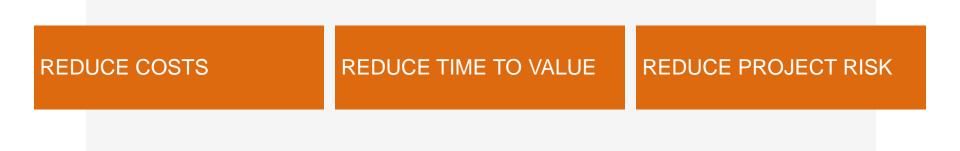
To improve Caterpillar's customer's TCO, we now have in place engine sensor feeds that show where and when remote engines need intervention, and we can predict failures across the fleet

> Senior Engineering Team Leader. Large Power Systems Division, Caterpillar

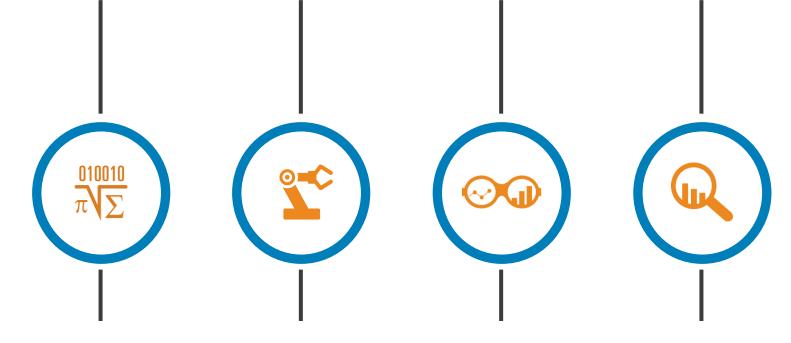


#### **PROVEN ANALYTICS ACCELERATORS**

Technology agnostic IP and professional services, derived from proven field engagements at the world's largest and most innovative Industrial IoT companies







Condition Based Maintenance Accelerator Manufacturing Performance Optimization Accelerator

Sensor Data Qualification Accelerator Visual Anomaly Prospect Accelerator

TERADATA,

#### **■ TERADATA** Cloud Benchmark

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O	O	O	O
(0x)	(0x)	(0x)	(0x)
Queries/Hour	Queries/Hour	Queries/Hour	Queries/Hour
<b>O</b>	<b>0</b>	<b>O</b>	<b>O</b>
Cost/Query	Cost/Query	Cost/Query	Cost/Query
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\$0.00/hr/node	\$0.00/hr/node	\$0.00/hr/node	\$0.00/hr/node



Teradata database in the cloud is real today

Real world production needs a proven database in the cloud Best in class price per Performance ratio

