



2015 Teradata EPIC Awards Customer and Partner Winners and Finalists

Customer Awards

Category: Analytical Excellence

Solutions that improve business decision making by increasing the accuracy or speed of business insights, and by delivering measurable improvements in organizational performance and/or productivity. Entries may describe solutions that are based on customer data, operational data, and/or financial data, and/or deliver insights based on multiple data sources, platforms, applications or tools, or on multiple types of data.

Winner: **Saudi Telecom**

Project: **Transformation from Product Oriented to Customer Centric Marketing**

Synopsis: Saudi Telecom Company (STC) is nominated for converting STC's product centric approach to customer centric approach. Using the Teradata Unified Data Architecture (UDA), the customer lifecycle management business unit has initiated & governed a complex set of Adv. Analytics & Big Data tasks to deliver both short & long term goals around customer lifecycle management. STC also streamlined campaign management and customer touch points in order to maximize efficiencies around customer focus data driven strategy. This solution has changed the way the Saudi Telecom traditionally views its data assets, and adds a level of innovation not seen before within the company.

Finalists: **Janssen Research & Development, LLC**

Project: Patient Data Warehouse

Navy Cyber Defense Operations Command

Project: Navy Cyber Defense Operations Command

TIAA-CREF

Project: Customer Atmosphere Analytics: The Collective Voice of the Client

Category: Big Data Excellence

Winners in this category are doing groundbreaking work to deliver business outcomes using big data and BI technologies and techniques. They have achieved a known competitive advantage through the effective capture, management, mining, and analysis of large volumes of unstructured data sets. Successful projects, for example, will have enabled business agility and enhanced decision making by providing visibility into critically important internal performance metrics or insights into important trends.

Winner: **Williams Sonoma, Inc.**

Project: **Improving On-Site Search Conversion with Big Data Analytics**

Synopsis: Website search is critically important to customer experience, especially for product discovery on mobile devices. At Williams Sonoma, search accounts for almost 25% of ecommerce sales. Williams Sonoma's search tool required manual configuration of key words and dimension weights. Often the search words and terms used by customers did not match how the merchants described products and there were significant opportunities to improve search results.

Williams Sonoma partnered with Teradata to develop an innovative solution, utilizing the Aster platform and big data analytics, to unlock the value of customer search words and patterns to optimize search recall and relevance of results. Williams Sonoma used customer behavior and a combination of 8 Aster analytic functions to predict keywords for each product and improve ranking algorithms. The solution was initially implemented at the Williams Sonoma brand and based on the success, rolled out to the remaining brands; Pottery Barn, Pottery Barn Kids, PB Teens and West Elm.

Finalists: **Cisco**

Project: Virtual Data World

Etisalat Misr

Project: The Segment of One

Westpac Banking Corporation

Project: GreatService NPS Analysis

Category: Customer Insights and Engagement

Solutions that deliver customer insights from any channel and help drive customer engagement, response, or loyalty; implementations that optimize marketing programs and processes across channels; initiatives that use technologies such as real-time load, mobile access to information by customers or employees, real-time analysis of sales or service data to create a 360-degree view of the customer and improve business results.

Winner: **Aircel Limited, India**

Project: **Right Time BI**

Synopsis: Since the Indian mobile telecom market is largely pre-paid, the ability to understand the subscriber's interests, needs, preferences and consumption patterns in real-time and using these insights to provide personalized products and services across all customer touch points is a unique strategic advantage. With this vision, Aircel, leveraging its full-fledged EDW & BI with 30+ integrated systems, initiated a project to develop the capability of capturing customer transactions in near real time to take event based actions and update EDW/BI customer profiles to be consumed by various touch points, campaign systems and end user community members to gain near real time insights at right time through the most convenient channels.

Implementation of Right Time BI & Analytical capabilities empowered our business users with up-to-hour or minutes analytical insights for effective decision making at the right time and improved the customer engagement

process to a great extent and we now have a better conversion ratio resulting in higher customer satisfaction as well as higher revenues for Aircel.

Finalists: **Anthem, Inc.**
Project: Client Information Insights (CII) 2.0

Symantec Corporation
Project: Know your Customer Journey

Category: Innovation and Leadership

This category honors a top Technologist or Business Leader (CIO, CMO, vice president or director) who generated a positive impact on their organization, leading integration of business and IT and the application of Teradata technology to improve his or her company's business performance. This nominee enabled breakthrough success by implementing innovative, solutions to business problems to drive business results in cost-effective ways.

Winner: **Sherri Zink, SVP, Chief Data & Engagement Officer, BlueCross BlueShield of Tennessee**

Synopsis: Under Sherri's leadership, Medical Informatics and Data Analytics capabilities have grown to become a competitive strength and differentiator for BlueCross BlueShield of Tennessee. Her responsibilities illustrate the organization's commitment to achieve the next level in healthcare transformation by using data as a true strategic asset.

Finalists: **Greg Gegner, Digital Artisan, GE Healthcare**
Todd Leach, IT Analyst, Nationwide

Category: Integrated Marketing Management

Recognizes excellence in integrating people, processes, and technologies across the entire marketing organization — and possibly outside the marketing organization, too — to increase the effectiveness of marketing efforts, improve internal efficiency, and drive marketing return on investment. The solution could include the integration of various marketing channels, increasing the alignment between marketing and sales, improving the customer experience, or integrating activities within the marketing lifecycle (planning, development, and campaign management execution).

Winner: **Brierley+Partners**
Project: **DMC Global Agency Implementation**

Synopsis: Brierley+Partners is a Global Loyalty+CRM Innovation company with a history of creating and executing proven, prominent database marketing and customer loyalty programs. A true leader in the industry, Brierley trademarked Relationship Management® long before the term was in vogue. Brierley has created, managed and supported some of the world's most successful loyalty programs for major clients - Hertz, Express, GameStop, Hard Rock and 7-Eleven to name a few. Innovation is a driving force at Brierley, leading the senior leadership to recognize the need for a true omnichannel platform to support our clients and expand our offerings.

As our client's needs evolved, Brierley needed to be able to adapt to their customer's changes in behavior across channels. The Brierley+Partners'

omnichannel team needed to implement a more robust, best-in-class omnichannel communications deployment platform to service our portfolio of Fortune 500 brands. We also needed a partner that could operate as a seamless extension of our small, internal team and understood our unique position as an agency provider. Brierley has been a partner with Teradata for years, and turned to our existing relationship for help solving our need to evolve with our clients.

This time, Brierley approached Teradata as a customer and successfully pulled off the first implementation of DMC as a service offering in a suite of marketing services. Teradata's Digital Marketing Center (DMC) was the solution our agency needed to best serve our clients and breakdown the communication silos we were previously operating.

Prior to the DMC implementation, the Brierley omnichannel team was required to be knowledgeable and trained on several tools to support multiple clients, each with their own process and timeline. The implementation allowed Brierley to dissolve various processes and consolidate all campaign functionality into a repeatable process on a single platform. This single process can now be leveraged by the Brierley team for any client by any member of the omnichannel team. This eliminated client knowledge siloes within the team and now provides a DMC trained team who are able to support any client at any time!

Finalist: **Kaiser Permanente and Covalent Marketing**
Project: Evolving into Best in Class Marketing Operations Users

Category: Integrated View of the Business

Solutions that break down silos to deliver insights by connecting disparate systems, data sources and/or data structures across an organization. These implementations deliver an integrated view of the business that results in true business intelligence, new business opportunities, and performance improvements, and they allow for the reuse of data.

Winner: **Orbitz Worldwide LLC and Cognizant Technology Solutions**

Project: **Orbitz Teradata Migration**

Synopsis: Prior to this implementation, the EDW on a Greenplum platform was fraught with several limitations and severely limited the capabilities of business users to use the data in making key business decisions due to poor performance of the system, untimely availability of the data and restricted detailed data drill down capabilities. It was difficult to get an integrated view of the business by either querying across the data marts directly or through the enterprise BI platform.

Additionally, the requirements for the system to be available 99.7% of the time, have minimum downtimes and maintenance activities and be backed up seamless to business users were not being fulfilled. Orbitz was spending a lot of effort and millions of dollars just keeping the system up and running.

This reengineering project has helped Orbitz leverage the power of Teradata for:

1. Establishing a stable system that provides single version of truth and holistic view for the enterprise.
2. Enabling next generation BI capabilities.
3. Minimizing data consolidation windows to enable the users to look at the most recent data and trend for analytics.
4. Bringing optimizations in process and performance to scale up for an enterprise level deployment.

Finalists: **T-Mobile Polska S.A.**
Project: Fraud Detection at T-Mobile Poland

Johnson & Johnson
Project: Global Financial Standardization (GFS)

Ministério do Desenvolvimento Social e Combate à Fome
Project: The Management of Bolsa Familia Program's Conditions

Category: Operational Excellence

Implementations that have delivered measurable improvements in the organization's operations, such as forecasting or anticipating customer demand; improving inventory management, supply chain visibility or asset monitoring/sensing; increasing sustainable business practices and resource optimization; improving transparency, compliance or risk management; and other deployments that deliver greater operational efficiencies and improve the bottom line.

Winner: **eBay and Alation**

Project: **Governed Self-Service Analytics at eBay**

Synopsis: With over 10 PB of data processed per day, eBay runs one of the largest and richest analytic data environments in the world. Every day at eBay, millions of tables are used by hundreds of analysts in the support of thousands of people making data-driven decisions. But even at eBay the most experienced analysts can spend time struggling with the three seemingly simple questions:

1. "Where is the data I need?"
2. "Can I trust this data?"
3. "How do I use this data correctly?"

To get analysts quick answers to these questions, eBay's data governance team was able to centralize eBay's knowledge on data and ensure that it is always up to date. By leveraging software from Alation that automatically catalogs data based on behavioral usage signals, eBay's data governance team dramatically increased their effectiveness in delivering a platform that now scales with eBay user and data growth. In a year, over 45% of the most commonly used data objects had rich documentation, including sample rows, schemas with English titles, data experts, lineage, and relevant queries. Today over 800 eBay analysts have registered as users and that number is growing.

Finalists: **BlueCross BlueShield of Tennessee**
Project: Provider Performance Module

Expedia

Project: Expedia Teradata Migration - Booking Analytics

REWE Group Germany

Project: REFLEXIS Real-Time Out-of-Stock Store Integration

Partner Awards**Category: ISV & SI Big Data Intelligence**

Partner will have leveraged one or more of Teradata's platform technologies including Teradata, Teradata Aster or Hadoop. This solution could leverage new emerging data sources such as Web logs, sensor, etc. or compelling new analytics -- digital marketing optimization, new Web path analysis, or other advanced analytics for discovery and new insight. The solution will provide a unified, high-performance big data analytics system for an enterprise and show measurable return on investment to our customers. Solution will have delivered valuable insight to lines of business and enable our customers to make time-sensitive decisions by analyzing entire sets of relevant data.

Winner (ISV): Hortonworks**Project: Actionable Data**

Synopsis: The Teradata Hadoop appliance – powered by Hortonworks Data Platform - helps companies effectively manage and analyze vast amounts of multi-structured data streaming in from a wide variety of data sources, which allows them to create a data lake and process data at scale, in a cost effective manner. By using the appliance with the only Open Enterprise Hadoop distribution, HDP, to manage the massive volumes of data and refine, explore, and enrich the various types of data collected, companies can optimize costs and significantly enhance their business insight as well as sales conversion rates.

Category: ISV & SI Business Insight

This award recognizes a partner who has developed and implemented a point solution -- such as pre-built applications or an industry offer -- that uses any analytic data platform, including Teradata, Teradata Aster and/or one of our marketing or analytic applications to deliver analytic insights to customers. This solution must be in production and must deliver measurable return on investment for the customer.

Winner (ISV): Informatica**Project: Informatica & Teradata Joint Engineered Data Replication for SAP Analytics**

Synopsis: Informatica teamed with Teradata to deliver an industry leading solution to operationalize and analyze SAP data. Teradata Analytics for SAP is an out of the box featuring near real time replication of SAP data into the Teradata database. Customers are reaping tremendous benefits by gaining immediate visibility into changes in their business. In the past, data extraction from SAP has been primarily a batch driven exercise often time consuming and costly. By leveraging the jointly developed data replication technology, customers are seeing immediate results. What used to take hours or sometime days to collect, transform and analytics can now be accomplished in near real time. SAP data is now more valuable than ever. It is now integrated with other

enterprise data in near real time to give business users access to enterprise data for greater insight and better decision making.

Winner (SI): IBM GBS-BAO

Project: IBM Global Business Services - BI Transformation Program

Synopsis: IBM Global Business Services partnered with a large West coast content provider company to launch the BI Transformation program where the warehouse, built on the Teradata platform will be transformed through data model updates based on BI report rationalization, evaluating ETL performance and data loads, as well as delivering through a Self Service reporting model.

Category: Enterprise Intelligence

This award recognizes a partner who has worked with a customer to build a company-wide solution leveraging a Teradata enterprise data warehouse to drive value. Teradata should be the underlying platform for the company's strategic data analysis that is accessed by different departments and a broad user base. The winning submission must be in production and producing positive results/ROI for the customer. Multiple entries will be accepted, provided they are based on different customer implementations.

Winner (ISV): Aptitude Software and Swedbank

Project: Aptitude Software & Teradata Achieve Data-Driven Finance at Swedbank

Synopsis: For Swedbank, a leading bank in Sweden, the combination of the Aptitude Accounting Hub (AAH), the Teradata Enterprise Data Warehouse and the Teradata Finance Data Model, is allowing them to realize their key objective of creating a single version of financial truth, driven by and supporting the business information requirements across the combined group activities. The improved quality and timeliness of reconciled data has reduced operational risk and resource requirements while delivering enhanced reporting, control and forward planning capabilities. Swedbank used the multi-GAAP/IFRS rules delivered with the Aptitude Accounting Hub to establish common accounting standards for their diverse business lines and gain a fully reconciled, integrated warehouse that is tied into the externally reported financials in the General Ledger and serves the detailed analytic requirements in the Business Information area. A seamless drilldown from summarized GL balances to transaction level detail is helping them meet regulatory demands for account-movement analysis and disclosure at a granular level and to gain a front-to-back view into their key business drivers. Finally, the ability to decommission costly legacy systems will reduce cost and operational risk.

The Aptitude Accounting Hub (AAH) fits seamlessly within an organization's existing architecture; integrating granular data from source systems, applying rules based, centralized accounting logic and providing the essential bridge from the General Ledger to the data warehouse's rich transactional detail. The AAH is deeply optimized for the Teradata Data Warehouse and leverages its massive parallel processing power and scalability.

Winner (SI): Capgemini

Project: Building a Common Data Warehouse for a Leading Financial Institution in Northern Europe

Synopsis: The customer started its journey towards data transformation in 2011 with the realization that moving forward, as a global company; it requires having a single view of the entire picture of risk and finance. The key purpose was to create one global capability for the finance and reporting areas of the bank where the Teradata warehouse solution would replace the bank's legacy, old local solutions and capabilities, to provide a global integrated finance and reporting capability with a single view.

The prime goals were to increase speed and time-to-value, be active, stop chasing information, and at the same time, have stronger reporting for management and customer profitability. To meet these goals and ensure a single view of the business across multiple countries, Capgemini helped the customer establish a common data language, moving local definitions into a common view for the entire business to create one common integrated data warehouse for the entire company.

Category: ISV & SI Collaborative Revenue

The Collaborative Revenue award recognizes the ISV & SI who worked with Teradata to influence the largest year-over-year order revenue growth for Teradata technology and services.

Winner (ISV): Hortonworks

Synopsis: A global leader in Apache Hadoop Distribution, Hortonworks has been strategically aligned with Teradata since 2012 maintaining a deep engineering relationship with a joint roadmap. This plan includes co-engineered high-performance, bidirectional data flow between Hadoop and Teradata and federated access via Teradata or Teradata Aster to drive major new wins globally.

Winner (SI): IBM GBS-BAO

Synopsis: As one of the world's leading organizations providing management & IT consulting, technology & outsourcing services, IBM GBS-BAO has utilized their expertise and client relationships to deliver analytics solutions running in Teradata environments. This world-class partnership leads digital & analytic solutions for joint clients and has driven joint wins across all industry verticals crossing the Americas, EMEA, and Asia Pacific.

Category: ISV & SI Partner Driven Wins

The award recognizes the partner who drove the most Teradata wins during the past year.

Winner (ISV): SAS

Synopsis: Launching over a dozen joint offers and solutions with Teradata, SAS has driven over 400 joint customer engagements since the inception of the partnership to provide customers with an integrated portfolio. The solutions give customers the unique ability to deploy flexible, complete, end to end analytics environments tailored to the customer -- including full installations, or a more component-based approach to individual product implementations.

Winner (SI): Accenture

Synopsis:

As one of the world's leading organizations which provides management & IT consulting as well as technology & outsourcing services, this partner has utilized their expertise and client relationships to deliver analytics solutions running in Teradata environments. This world-class partnership – with leading Digital & Analytic solutions for our joint clients – has driven joint wins across all of our industry verticals as well as crossing the Americas, EMEA, and Asia Pacific.