

Teradata and Trillium Software

Partners

Teradata Corporation and Trillium Software work together to provide best of breed decision support systems based on the most accurate data.

The single most important factor in successful CRM, data warehouse, MDM, and e-business implementations is data. Information must be taken from the operational infrastructure and loaded into these systems. But data from numerous, independent applications designed to manage one-dimensional customer, supplier and product relationships is difficult to re-engineer. Integrating the

data from several systems in a way that correctly supports a new 360-degree view is a challenge. Data quality is central to effectively surmounting this challenge.

Teradata Corporation works with the Trillium Software System® to manage, manipulate, and analyze your customer data effectively, either during a batch load or in real time. Teradata and the Trillium

Software System work in concert to extend data quality throughout your organization, providing an accurate and current customer snapshot for managing customer



Teradata and Trillium Software in a Snapshot

As the global leader in data warehousing and analytic technologies, Teradata solutions make smarter companies smarter. Teradata give companies the people, technology, innovation and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets.

TRILLIUM SOFTWARE™ Trillium Software™ provides the Trillium Software System, global data quality management software for the entire enterprise environment.

The system consists of data profiling and discovery, standardization, linking and enrichment (including postal verification for countries around the world). These capabilities are delivered within a modular, service-oriented architecture that lets organizations implement the Trillium Software System with maximum flexibility, extensibility and cost effectiveness throughout the extended enterprise. Using the Trillium Software System, organizations can quickly drive new return on investment in real-time and high-performance enterprise applications, such as CRM, ERP, data warehousing, BI, MDM, and supply chain management.

touch points effectively. Together, the technologies significantly increase the value of your decision support systems.

Partnering for a Cleaner Enterprise

The Teradata® solution, powered by active data warehousing, helps you build critical corporate programs like e-commerce, CRM, demand management, business intelligence (BI) and more. However, maximizing the validity and accuracy of the data populating the Teradata system ensures the solutions are even more valuable and ultimately enhance your profit margins.

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The Teradata solution employs the Trillium Software System to standardize and link customer, supplier, and product information by providing more control over its structure, accuracy and completeness than ever before. And that translates into real business profit from:

- > Stronger one-to-one relationships with customers.
- > Revenue advantages through a cross-selling and up-selling.
- > Increased efficiencies in channels and through distributors.
- > Improving marketing campaigns and telesales programs.
- > Reduced instances of fraud.
- > Managing competitive intelligence effectively.

Poor data quality adversely affects organizations on many levels, while good data quality is a strategic asset, a competitive advantage for any type of business.

Single View of the Customer – Single View of Your Organization

The combined solution of Teradata and Trillium Software provide a truly global, scalable solution. The solution lets you create an accurate single view of your customer and suppliers, regardless of languages or other cultural nuances. Organizations can be confident that their revenue, number of customers, costs, personnel, and other systems are accurately represented, and therefore, that their organization itself is accurately represented.

The Teradata solution, driven by the power of data warehousing, maximizes the value of your data by integrating these global capabilities. The combined solution helps companies make sure their data contains good, usable information that can be shared across the enterprise.

Getting Started: Does Your Data Support the Business Requirements?

Many data-intensive initiatives, such as data warehousing and master data management, struggle because the true nature of the legacy data was not well understood

until too late. Conducting serious, in-depth data diagnostics up-front yields benefits for:

- > Business users, providing increased visibility into data issues
- > Project managers, providing better information to correctly scope the implementation effort
- > Data stewards, providing actionable insight into definitions and usage patterns
- > Executive sponsors, reducing overall risk
- > Compliance managers, ensuring the accuracy of data

The combined Teradata and Trillium Software solution enables you to perform rich analysis of existing data, including such things as conformity to enterprise standards, integrity across tables and systems, consistency across business processes, and validity within data domains.

To learn more about the value of Teradata and Trillium Software, contact your local Teradata representative or visit

Teradata.com.

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