

# Teradata and TIBCO Software

Partners

## Improve decision-making, turning information into strategic and operational intelligence

*A customer who can't get an answer to a question hangs up without buying...*

*A banking analyst approves a questionable application based on outdated information...*

*A purchasing agent selects the wrong inventory products due to incomplete data...*

Businesses miss opportunities when people and operational systems can't get critical information when they need it. Now, Teradata Corporation and TIBCO® Software have integrated their powerful technologies to unlock the value of information resources to achieve competitive advantage.

### Defeating Delay

Businesses and their partners collect, manage, exchange, and disseminate information globally. But, too often, facing a business event or critical situation, the people facing the customer do not have the information necessary to make informed, sound decisions.

Teradata integrates the power of enterprise data warehousing with TIBCO's business integration software. The former offers analytical insight and historical detail – aligning strategic and operations intelligent systems, people, technology, and processes to make better, faster decisions. The latter connects all your business touchpoints so your frontline employees



have the intelligence they need at their fingertips to respond to customer needs in real time. Together, Teradata and TIBCO eliminate delays between event and response, improving critical business performance across the enterprise.

With Teradata and TIBCO, you can team more effectively with key suppliers and partners. Our joint solution empowers your workforce by enabling each employee to make operational decisions based on strategic insight, not guesswork or bias. Empowered employees and connected partners put the brakes on lost opportunity. The result is the ability to not only respond to customer demands, but to also anticipate them.

### The "Active" in Data Warehousing

TIBCO's new interface with Teradata creates a solution that fulfills the true genius of active data warehousing, also known as active enterprise intelligence. Business data no longer has to be limited to analysis. Now, it can help you respond to business processes and events as they happen – better integrating your decision-

### Teradata and TIBCO in a Snapshot

As the global leader in data warehousing and analytic technologies, Teradata solutions make smart 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. With Teradata, the smartest wins.



TIBCO Software Inc. was founded in 1985. Headquartered in Palo Alto, CA, TIBCO delivers infrastructure software that enables more than 1,300 businesses in diverse industries and countries to seamlessly integrate business systems in real-time.

Integrating Teradata with TIBCO enables you to access critical strategic business information at all enterprise levels, allowing you to:

- > Work efficiently with accurate results in real time
- > Sense and respond to shifting demands
- > Evaluate decision-making based on operational results

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making across your operations and supply chains. As competition continues to intensify, being able to make operational decisions on the run can give you the edge, allowing you to solidify your market position, brand, and operations strategy.

The Teradata solution plugs the enterprise data warehouse into The Information Bus,<sup>™</sup> an integration structure that connects applications at a single point of contact. Because all of your company's touchpoints can communicate via TIBCO's Information Bus, you can provide the best service to internal and external customers.

## Dynamic Benefits

The TIBCO infrastructure enhances Teradata's value to your company by helping employees, vendors, and other partners

respond to events immediately with decisions based on sound analysis of current and historic data combined. You gain strategic and operational intelligence – empowering company executives, frontline customer-service representatives and anyone in between to execute on business strategies and achieve new productivity levels.

A truly active data warehouse delivers many operational benefits, including:

- > **Inventory Management** – providing information for determining how much and what type of goods should go where
- > **Dynamic Yield Management** – helping you manage inventory, consumer demand, and pricing to improve profits operationally
- > **Logistics** – making the right operational decisions for running and scheduling your truck fleets
- > **Customer Relationship Management** – enabling you to provide thorough, fast responses to customers when they are at various touchpoints
- > **Supply Chain Management** – allowing you to make run-time decisions affecting costs and loss by putting critical information regarding your product's life cycle at your fingertips

## Strategic Advantage

The Teradata solution combined with TIBCO business integration software extends the power of strategic analysis into operational decision-making. This, in turn, enhances your response time to customer, competitor and marketplace changes. You can respond to customers and suppliers in real time without delay, knowing your decisions are based on accurate, timely information. You also can detect trends earlier and plan strategies that allow you to grow your customer base and drive more efficient operations. That kind of confidence, backed by Teradata and TIBCO's proven capabilities, translates into opportunity ... for you and your business.

To learn more about the value of Teradata and TIBCO, contact your Teradata representative or visit [Teradata.com](http://Teradata.com).

**“Our customers have invested heavily in the power of data warehousing technology for strategic business decision-making purposes. Now, with TIBCO, this same investment can be leveraged for operational decision support.”**

– Stephen Brobst, Chief Technology Officer, Teradata

**“Correlating historical data stored in a data warehouse with real-time events enables organizations to make truly informed business decisions, anticipate customer needs, and quickly seize opportunities.”**

– Vivek Ranadivé, Founder and CEO, TIBCO Software

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