

Top Ten Reasons to Choose Teradata Solutions

Considering a new business intelligence application or a change in your data warehousing environment to get better performance? Do you need faster access to your data and an easier and less costly way to manage it? Think Teradata. Technology, people, processes, and passion aligned to consistently build successful data warehouses. As the global leader in enterprise data warehousing and analytical solutions, we provide innovations to strengthen your position today and grow your business tomorrow.



Consider a single view of your enterprise and the resulting decision-making advantages. A single, integrated source of accurate data means smarter, faster decisions across your enterprise. Leverage your data assets to gain strategic insight, recognize emerging trends, and respond quickly to leave your competitors behind. Think Teradata. Here are 10 reasons why:

1. A Single View of Your Business

While every business is unique, each shares a common need: consistent, accurate, and timely information to make smarter, faster decisions. In today's fast-paced, volatile business environment you need a single, consistent view of data for all your business decisions. Why incur the expense and management issues associated with multiple data stores and redundant data? Teradata's enterprise data warehouse approach to data warehousing makes integrated information available from anywhere in your organization through a single, centralized, yet flexible data source.

2. Smarter Strategic Decisions – Faster

Without sophisticated analytical capabilities, data simply do not translate into insight. Teradata's analytical solutions enable you to use information to analyze and manage your business every day. With Teradata, decision makers across your enterprise can quickly make well-informed, coordinated, strategic decisions to guide your business.

3. Front Office meets Back Office

Converting information into strategic insight is good, but transforming insight into action is even better. Active Enterprise Intelligence™ capability, powered by Teradata's Active Data Warehousing™ technologies, extends your data warehouse from strategic, back-office analysis to the front lines of your business, enabling you to respond to events as they occur. This operational intelligence can be deployed to your associates in sales or call centers, or through touch points, such as web sites, ATMs, kiosks, point-of-sale systems, and even shelf pricing tags and scanners while the customer is still interacting with you. Using Active Enterprise Intelligence™ capabilities, you can cross- and up-sell customers while they're still on the phone, change supply chain logistics and production plans as fast as demand changes, and spot potential problems in time to fix them.

4. Proven Experience

No question. Teradata delivers time and time again. Teradata is the pioneer and the continued leader in data warehousing and decision support. We've installed more than 2,400 data warehouses and helped more than 950 companies manage data and make better decisions for powerful growth. Our heritage gives us a base of industry knowledge and vision, and built-in global consulting and support services. These services, together with our R&D efforts, are simply unmatched in their success.

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What They're Saying...

Just ask around. Customers, publications, and industry analysts are talking about Teradata's leadership in data warehousing and enterprise analytics. We're continually being honored as the industry's best, and we're proud that so many of our customers have taken home prestigious industry awards for their practices in their unique deployments.

Rated the industry's number one enterprise data warehouse platform in the "Current Offering" category in "The Forrester Wave": Enterprise Data Warehousing Platforms, Q1 2009," released February 6, 2009 by Forrester Research.

- > Positioned as a leader by the Gartner Group in three categories:
 - The Data Warehouse DBMS Magic Quadrant, December 23, 2008
 - The Data Warehouse DBMS Server Evaluation Model, December 1, 2008
 - Magic Quadrant for CRM Multichannel Campaign Management, April 24, 2009

> *InformationWeek* (IW) ranked Teradata number 22 in its annual list of "250 Top Innovators" in implementing information technology.

> Selected for the seventh consecutive time by *Intelligent Enterprise* for the magazine's 2009 Editors' Choice Awards "The Dozen" – their elite list of "the most influential vendors that will drive the intelligent enterprise in 2009."



> Included in BusinessWeek's InfoTech 100, the world's best performing tech companies, June 1, 2009.



TDWI Best Practices Awards

- > GE Rail wins Operational BI.
- > Freescale and Teradata win in Enterprise BI.
- > ARC wins in Predictive Analytics.



Financial Insight Innovation Awards

> Maybank named winner for innovative CRM solution.



EHI Retail Technology Awards

> Metro group given top honors as "Best Enterprise Solution."



Computerworld Honors Program

- > Sabre honored as Laureate.
- > Nationwide Insurance named Laureate winner.



THE COMPUTERWORLD HONORS PROGRAM

2009 World BSS Awards



Computerworld Best Practices in BI 2009

- > ARC honored as winner in Expediting Information Delivery, Retrieval, Reporting and Analysis.
- > RBC named finalist in Creating an Agile BI Infrastructure category.



Gartner BI Excellence Awards

> GE Rail named finalist.



BeyeNETWORK 2009 Vision Award for Business Impact

> Freescale Semiconductor and Teradata overall winners in BI category.



Computerworld Enterprise Intelligence

- > AT&T – Customer Intelligence.
- > RBC – Excellence in BI and Analytics.
- > United States Postal Service – Government.
- > ARC – Industry Innovation.
- > Australian Pharmaceutical – Integrated View.



NCDM 2009 Database Excellence Awards

- > Hallmark – Winner of Business to Business Marketing category.
- > Cabela's and Teradata – Winner in Technological Applications category.
- > Teradata and National Australia Bank were named "best of the best" in database marketing by the National Center for Database Marketing. The companies were named winners of the 2008 Platinum Award for overall excellence in Database Marketing and collected the 2008 Gold Award for Multi-channel Marketing.



TERADATA
Raising Intelligence

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5. Strong Customer References

Royal Bank Financial Group, Harrah's, Ford Motor Company, British Airways, TESCO Stores, Deutsche Post, eBay, Overstock.com, Vodafone, Amazon.com, and The Coca-Cola Company. Want to get an idea of the unparalleled value of our solutions? Just ask our customers, both the global powers and the most exciting up-and-comers.

6. Industry Expertise

Retail, manufacturing, transportation and logistics, financial services, insurance, communications, media and entertainment, travel, healthcare, and government. Every industry has its own signature challenges and demands. Teradata professionals offer a fundamental base of industry knowledge. Just check out our playing fields:

- > 90% of the top ten global telecommunications companies
- > 50% of the top ten global retailers
- > 70% of the top ten global airlines
- > 70% of the top ten global transportation and logistics companies
- > 50% of the top ten global commercial and savings banks

7. Powerful Technology

Performance? Our technology delivers. With Teradata solutions, decision time is measured in seconds and minutes, not days and weeks. Our robust, sophisticated design is easy to manage and use – no matter how simple or complex the query. Moreover, our solutions are scalable and flexible, offering a single, integrated platform that handles vast amounts of data and users, and numerous workload types simultaneously to drive better real-time decisions.

8. Strong Partnerships

Comprehensive solutions are just that – a variety of critical elements brought together to create a complete solution. To ensure you have the tools you need to leverage the power of Teradata solutions, we work with the industry's leading software companies and systems integrators. You can easily access your Teradata system from enterprise applications developed and deployed in application server environments, such as IBM WebSphere, SAP NetWeaver®, BEA WebLogic®, and Microsoft.NET.® The bottom line is that we work with a wide variety of the industry's top providers so that, in the end, so can you.

9. A Full Suite of Services

From strategy and design through implementation and support, Teradata Services ensure your success. Our Teradata Services Consultants bring patented methodology and years of experience to allow you to quickly plan and build projects with high value and minimized risk. And it doesn't stop there. Our Services teams offer the help you need throughout your system's lifecycle with best practices for performance and capacity planning and managed growth.

10. Focus on Data Warehousing

At Teradata, we focus on our core business – so you can focus on yours. Data warehousing isn't just something we do. It's *all* that we do. No matter what your industry, challenges, or requirements, we offer in-depth knowledge and comprehensive services that are right for you. From design to deployment to critical success factors, we know our business better than anyone else in the industry.

Consider a single view of your enterprise. Teradata can get you there. The first step? Contact your Teradata representative or visit Teradata.com today.

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