

Teradata and Oracle BI Applications

Deploying and Optimizing Oracle BI Applications on Teradata

Partners

Pre-Built Oracle Business Intelligence Applications Optimized for the Teradata Platform Family

To meet the growing need for a true enterprise BI solution that offers fast time to business value, Teradata and Oracle have optimized and integrated the pre-built capabilities of Oracle® Business Intelligence Applications' (Oracle BI Applications) ETL, Dashboards and Advanced Analytics with the scalability, high performance and reliability of the Teradata® Platform Family. This best-of-breed solution delivers business insight and analytic agility while enabling your business to standardize on a scalable, long-term BI platform.

Teradata-Oracle Alliance Overview

- > Focused on delivering integrated, optimized solutions for business intelligence (BI) and data integration (DI).
- > Enhanced optimizations between Teradata and Oracle BI Applications

for: financial, human resources, sales, service and others.

- > Best practices for deploying Oracle BI Applications with optimal performance on Teradata.
- > Professional services to deploy and optimize Oracle BI Applications on the Teradata platform.
- > Joint global sales and engineering teams to support your success.
- > BI-annual R&D leadership summits to maintain alignment on product roadmaps, product optimization and certifications.

Common BI Challenges

Oracle BI Applications on Teradata help you with:

BI Deployment Time-to-Value Pressures: Limited time and resources to deploy new analytics.



Data and BI Tool Fragmentation:

Patch-worked departmental tools lengthen deployment time and costs of enterprise deployments.

Limited Visibility and Data Insight:

Lack of flexibility to meet new reporting and data requirements.

Balancing Departmental Agility with Enterprise Standards: Attempts to enforce enterprise standards conflict with need to quickly meet departmental project timelines.

Cost Pressure: Limited IT resources with growing analytic and data management requirements.

Teradata and Oracle Business Intelligence in a Snapshot

Teradata, the world's largest company solely focused on data warehousing and integrated marketing management, provides powerful solutions for companies of all sizes. Through innovation, consulting services, technology, and industry-specific applications, our customers are outpacing their competition with enterprise agility.



The Global leader in the BI software space, Oracle Business Intelligence Foundation and Tools products provide the foundation to create your own custom analytic applications. Part of the Oracle Enterprise Performance Management System, these products meet the diverse reporting and analysis needs of users across your organization by allowing them to quickly and easily draw on disparate data sources to create, access, and share the vital data that drives sound business decisions.

Teradata's Oracle BI Applications Deployment Services

Proven, flexible methodologies and experienced Teradata-Oracle BI Applications consultants help you successfully:

- > *Design and Architect* an optimal Oracle BI Applications-Teradata solution tailored for your specific business goals, budget and roadmap.

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- > *Migrate* applications and data from disparate systems to Teradata and integrate additional enterprise data for a complete view of your organization.
- > *Implement* Oracle BI Applications on Teradata to realize value quickly as part of a longer term enterprise BI and data management strategy.
- > *Optimize* your Oracle BI Applications and Teradata investment for high performance BI that meets your changing business requirements.
- > *Increase stakeholder buy in* with a detailed “Information Value Chain” (IVC) linking the organization’s functions and objectives with the questions and data that define the BI and data warehousing project's requirements.
- > *Maximize* the value of your BI investments through strategic planning for data governance, master data management, BI competency center, training and more.

The Teradata-Oracle BI Applications Advantage

Quicker time to value: Leveraging Teradata’s proven BI solution deployment methodology while reducing risk by leveraging Oracle BI Applications experts to deliver success.

Lower cost to launch new applications:

Add new subject specific, packaged analytics that are deployed faster on a common platform and integrated with your other business data.

How Teradata Helps

- > As 1 of 4 databases supported by Oracle BI Applications, Teradata is the world's largest company focused on creating enterprise agility through enterprise data warehousing and analytics.
- > We deliver an enterprise view combining Oracle BI Applications business content with other enterprise data needed to run the business leveraging Teradata industry logical data models.
- > We will deliver fast data loading using Teradata utilities pre-integrated with the Oracle BI Applications.
- > Oracle BI Applications is enabled by its ability to leverage SQL generated and optimized for Teradata, which also leverages Teradata’s unique functions and parallelism.
- > We will leverage our dedicated BI consulting practice to implement according to best practices to parallelize the ETL load process, tuned to Teradata’s strengths.

“At eBay we significantly accelerated our project time-to-value by implementing Oracle BI Applications on Teradata. The established technical integration between Oracle BI Applications and Teradata allows us to deliver the required reporting and analytics to our end users, while achieving our primary goals around customer satisfaction, case resolution, consistent processing, consolidation of systems and service excellence. We are also able to combine this data with other information in our Teradata warehouse to provide broader business insight and value across eBay.”

- Rajeev Guliani Senior Manager, Enterprise Applications & Software Development

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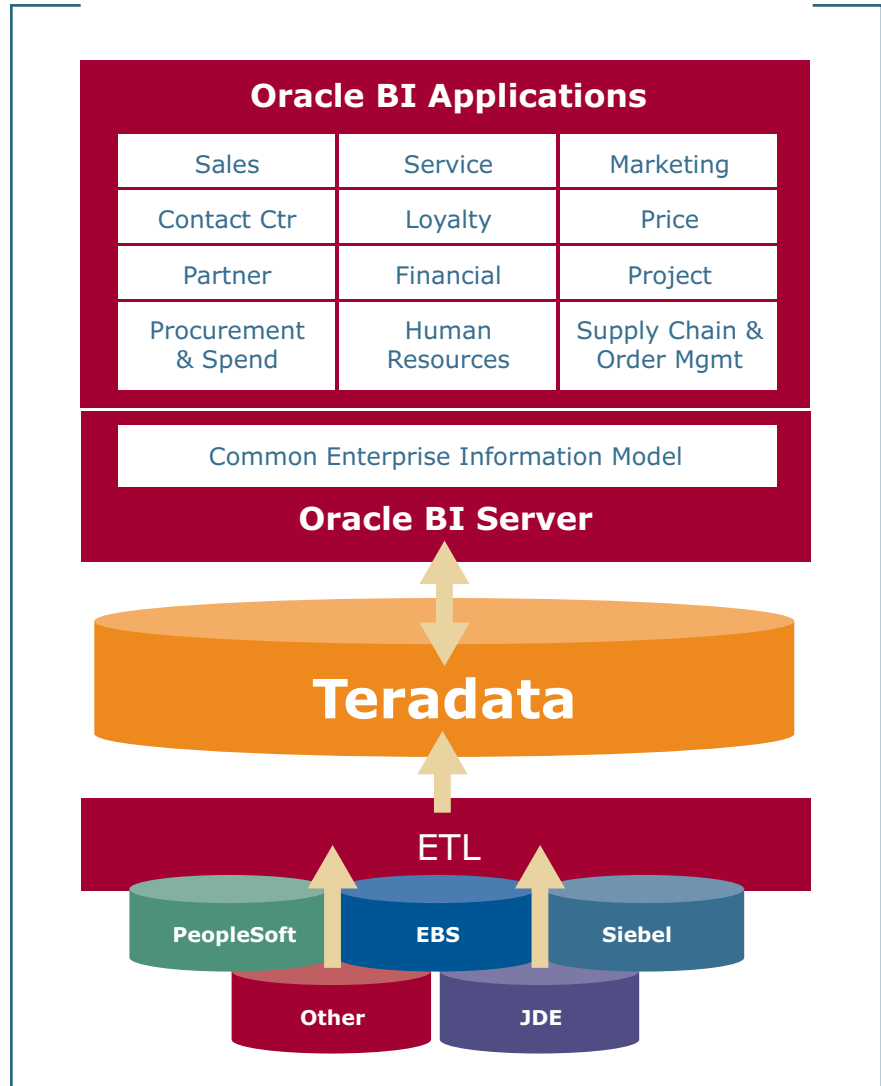
Teradata.com

Enables cost take out: Leveraging BI in a central location, simplifying upgrades for existing Oracle BI Applications implementations.

High performance: Oracle BI Applications Optimization for Teradata delivers exceptionally fast report and query response times, especially for complex queries involving data across the enterprise.

Proven integration: A significant, global base of joint customers, distributed across most major industries, has successfully deployed Oracle BI Applications on Teradata.

Improved analysis and advanced insight: Integrating your enterprise data with Oracle BI Applications enables access to hundreds of data elements and attributes sourced from diverse operational source systems. This enables users to answer new business questions whose answers improve decision-making.



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