

Transforming Data into Business Intelligence and Decision Support

Teradata's Prescription for Success in Government Healthcare

Government healthcare agencies like yours are turning to increasing computational sophistication to deal with the huge volumes of data pouring into their organizations. The dilemma you face is how to efficiently deal with the volumes of data, much of which is personal citizen information, including protected health information (PHI). Making effective use of the data, converting it into knowledge about programs, and using that knowledge to more efficiently and effectively manage programs have become new driving priorities from OMB.

What happens if your agency doesn't use the information at hand? You could lose operational funds should OMB decide that the programs aren't effective enough. What's worse is that the lack of critical timely management information can lead to poor operational and policy decisions, whether those become poor responses to events such as bioterrorism or natural disasters.

So what's the answer to these challenges? Teradata Government Systems believes the answer revolves around ready access to reliable data. If government agencies can transform a gold mine of beneficiary, clinical, cost, investigative, audit, and regulatory data into a wealth of policy and operational insights, this will lead to a new era of informed government program management. Having a single view of the data vastly simplifies operational management of government-sized programs.

A Teradata Solution is the Foundation for Business Intelligence

Until now, many agency attempts to transform data into business intelligence have proven costly and frustrating. Organizations have developed stovepiped systems that do not easily intercommunicate. Data synchronization is difficult. Data quality is more often hoped for than realized. Financial books take months or

years to close, requiring manual processes to reconcile data from multiple sources. Data ancestry is too difficult to trace. Uncertainty about the extent of fraud and abuse plagues huge entitlement programs. Hundreds, even thousands of data marts provide too little detail in reports that arrive too late. Agencies, with all the best of intentions, need help to overcome these difficulties to be truly successful.

An enterprise data warehouse (EDW) from Teradata dramatically changes these dynamics. Having provided proven solutions in many data-dependent industries, Teradata is focused on the needs of government agencies. We've leveraged the intellectual property we established in the creation of other industry logical data models, such as financial services, manufacturing, retail,

Top Ten Ranking in Fortune 500

Teradata customers are:

- > 90% of the top ten global telco firms
- > 70% of the top ten global airlines
- > 50% of the top ten global retailers
- > 60% of the top ten transportation logistic firms
- > 40% of the top ten commercial and savings banks

Fortune Global Ranking, July 2006



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transportation logistics, and healthcare, to create a logical data model tuned for the government healthcare enterprise.

For example, a Teradata® system even possesses the built-in functions necessary for pharmaceutical companies to meet the FDA's system compliance guidelines. And most prominently, we've forged partnerships with many of the platforms that are the foundation of government IT architecture, including Business Objects®, Informatica®, Thomson Healthcare, Fair Isaac®, Siebel®, and Dendrite®.

What can this mean for you?

- > Rapid ROI – and lower total cost of ownership – by eliminating the enormous costs associated with maintaining a vast array of data marts and trying to synchronize the data in them.
- > Information dashboards provide fast and secure answers to complex, ad hoc queries across all business functions.
 - Analysts can truly understand physician prescribing behavior.
 - Researchers can evaluate more agency data, faster.
 - More effectively manage beneficiary relationships.
 - Partner agencies can have a real-time, transparent view into information they provide to or consume from your agency.
 - Management can gain clear, up-to-the-minute views of the entire organization.

Selected Teradata Customers

> CMS-Medicare	> State of Illinois Medicaid Data Warehouse	> Highmark
> Wal-Mart	> State of Michigan Enterprise Data Warehouse	> Province of Quebec
> CSS-Switzerland	> State of Utah Medicaid	> Medco Health
> Cardinal Health		> New York State Department of Health
> USPS		> Kaiser Permanente
> HCA Hospital Management		

If you want to have the power of decision-support solutions used by these industry leaders, then you want to talk to Teradata

In fact, by bringing all your data together in one location, a Teradata system ensures that all levels of your organization can glean reliable answers to your most pressing operational and policy questions.

A Unique Advantage

Making ERP Systems More Usable

Teradata acquired DecisionPoint Systems, which specializes in extracting, transforming, and loading of Oracle ERP system data to a Teradata system, where it can be effectively mined for decision support. Its linear scalability means that a Teradata system is proven to easily handle government-scale operations. Having a broad variety of business intelligence tool-makers as Teradata partners means that Government ERP financial information can be more readily used for prompt operational decision making and report generation.

The SAP-Dendrite-Teradata Solution Center

Together with SAP and Dendrite, with its unique longitudinal pharmacy database, Teradata has established a next-generation pharmaceutical CRM solutions center.

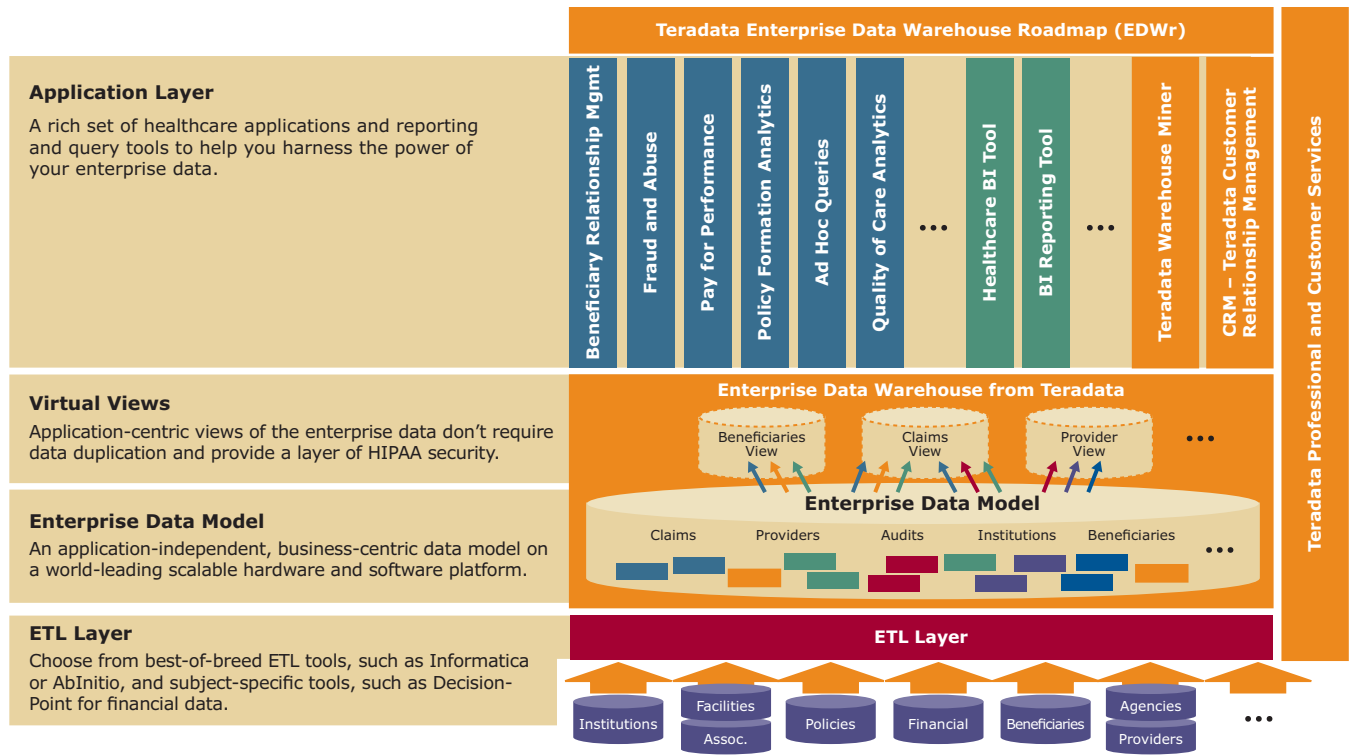
The solutions span the entire spectrum of applications across a range of platforms, from handheld and tablet devices to high-end enterprise servers. The offerings include business intelligence and end-user tools, sales support applications, predictive modeling, and a detail-level integrated data warehouse.

Breakthrough Insights One Step at a Time

While full visibility across the entire enterprise is the long-term goal, we recognize that getting there means staged building on successes that fill immediate organizational business needs. In fact, most of our customers install Teradata

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Teradata Healthcare Framework



systems in stages, gaining experience and developing analytical processes first in high-value areas. For many agencies, having a single source of data, with common definitions that everyone can use, means a significant change in philosophy and behavior. Teradata has assisted many large organizations with such culture change processes. As stovepipes are broken down and staff members discover the value in having enterprise-wide data at their fingertips, the organization becomes more integrated and more responsive to user needs. Whether those are needs of the general population or of their own users – staff members are

invigorated and find and use more innovative ways to respond to tasks because they can access information like never before.

Fraud and Abuse Detection and Prevention

With many government healthcare agencies, a major concern is that their programs are not exploited and taken advantage of. Teradata has worked with major players in the financial arena, such as Fair Isaac and Thomson Healthcare, to develop models and techniques for detecting fraud and abuse. With Teradata's approach to active data warehousing, which is in use today in many Fortune 50

corporations to improve logistics, financial operations, and customer care (CRM), the goal of reducing "pay and chase" to "deny or hold suspect claims" becomes possible.

For example, in the healthcare delivery and payment arena, Teradata delivers a single, comprehensive view of physician activity by enabling rapid access to data that can include, but are not limited to physician prescription data, anonymous patient-level data, payer data, claims data, call center interactions, clinical trial participation, EHR data and events, HEDIS data, survey data, and other syndicated data and purchased data.



Teradata Government Systems

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Moreover, Teradata facilitates dramatic reductions in the time and effort needed to load third-party data, as well as for integration with analytical software.

Clinical Data Management

Reducing the costs and time associated with medical research and development depends on the ability of researchers to access detail-level data and collaborate across the enterprise. Doing so can lead to:

- > More accurate resource planning.
- > Complete process monitoring.
- > More precise budgeting.
- > Tighter financial control.
- > Robust document management.
- > Knowledge capture and reuse.

But merging internal and external scientific data can be challenging, especially in an age of genomics and new-style partnership agreements. An EDW from Teradata can overcome that challenge and help address the pre-processing and data

analysis problems that lead to things like false positives and false negatives.

It's also essential that clinical research managers have a thorough view of enrollment, cost, safety, and efficacy data throughout the trial process. This helps ensure the highest level of clinical safety and enables you to conduct outcomes research earlier in the process. Thus, you can speed policy development and reduce time taken to convert medical research to clinical practice.

Drug Distribution Data

Pharmaceutical companies and Pharmacy Benefit Managers produce huge amounts of data in the drug regulatory process and in pharmaceutical sales and distribution. Considerable shipping information is collected for materials entering the U.S., such as drugs and medical equipment, which must be tracked and the products validated. Collecting and managing this information is a formidable task, but to readily understand and react to changes

in the distribution, such as an attempt to introduce contraband materials into the country or if there is a natural, accidental, or terrorist biological event, the information needs to be readily available to multiple agencies, in near real time.

With the total visibility that an EDW from Teradata can provide, government agencies can:

- > Collect and accrete data in near real time from a variety of sensors and sources.
- > Perform both preformed (canned) analysis and ad hoc analysis to detect excursions from normalcy.

And, a Teradata solution can help your agency add competitive intelligence data and information about government regulations to the mix. Strategic and economic analyses, fiscal control, outcomes research, forecasting, and contingency planning all benefit.

A New Era of Rational Decision Making

It's a simple management equation. Congress and the population are demanding greater levels of efficiency in every aspect of government operations. This depends upon management having reliable, timely data, but disparate data marts have not met the need, whether in the area of financial management, fraud and abuse detection, or beneficiary relationship management.

An EDW from Teradata can help your organization optimize the use of your data. Let us show you how.

“To have a clear understanding about today’s data you need to integrate. You need to have a single measurement of truth. You need to have a single view of the data. And, then you can report on it. Then you can slice and dice it. You can do your own analytics. You want to analyze the issues and resolve the issues using the best technology. This is why we started to work with Teradata.”

– Anna Shor, Director of Enterprise Information Management, Guardian Life Insurance Company of America

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Teradata Solution Top Ten Reasons

Here are 10 reasons why you need Teradata.

1 The Teradata Database

Teradata Database is the powerful, scalable, self-managing, parallel foundation of Teradata solutions.

2 Effortless Scalability

Start small and grow your database with your operations seamlessly.

3 Ease of Management

Spend less time doing database administration tasks and more time solving business problems.

4 Reduced Risk

Teradata focuses on data warehousing solutions so you can focus on your core strategy.

5 Industry-leading Data Solution Expertise

Teradata pioneered data warehousing and offers the world's best and most experienced people using a patented methodology.

6 Seamless Mainframe Integration

Teradata offers optimized bi-directional, high-speed channel connectivity to mainframe environments.

7 Mission-critical Availability

Teradata solutions are the proven industry leaders with the highest data warehouse availability.

8 Investment Protection

More data volume + more users = a whole new system? Not with Teradata. Easily expand on your original system investment as your business needs grow.

9 Quickest Time to Solution

Teradata delivers an integrated solution that's ready to work right out of the box.

10 Proof Beyond Claims

Don't take our word for it. Ask companies who are leaders in their industries, putting Teradata to work every day.

Why Teradata?

Teradata Government Systems is a one-stop shop in the EDW world, providing a totally integrated solution consisting of hardware, operating system, and database software. Teradata has developed these core components to strategically parse large data sets across system processing and storage resources. This translates into an uncommon level of performance while protecting the system investment with linear scalability.

Teradata is the only database management system that can support data management, perform large numbers of concurrent, complex queries, and scale linearly. And we've developed and installed more than 1,900 enterprise data warehouses across industry and governments worldwide – more than all other suppliers combined.

And Teradata has an unequalled heritage that provides a built-in base of government agency knowledge, global support services, and world-leading hardware technology – a combination of strengths unmatched in the industry.

And when it comes to analyzing huge amounts of data, no one knows more than Teradata. Of all the one-terabyte data warehouses, more than 90 percent run on Teradata, including the two largest data warehouses in the world.

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Teradata.com

Analysts aside, Teradata has been honored by numerous other organizations. This includes having been selected as the best data warehouse BI appliance vendor in the annual Intelligent Enterprise Readers Choice Awards in January 2007.

TDWI Best Practices Awards

- > Royal Bank of Canada – Enterprise Data Warehousing
- > Nationwide Insurance – Master Data Management
- > Pannon GSM – Predictive Analytics
- > BNSF Railway Company – Business Performance Management



FinTech Asia Awards

Sponsor: Financial Insight Asia/Pacific

- > China Trust Commercial Bank – Winner in Customer Analytics



2006 Supply and Demand Chain Executive 100

- > Teradata named in top 100 vendors
- > Ford named as the winning case study with Teradata solution



And the Winner is...

Technology Managers Forum Best Practice Awards 2006

- > Nationwide Insurance – Winner in Technology Innovation



InfoWorld 100

- > BNSF Railway Company – Best Practice winner in Data Consolidation and Business Forecasting



ifs Financial Innovation Awards

- > National Australia Bank – Winner in Most Effective Customer Segmentation Strategy



The DMA Awards, Financial Services Council

- > National Australia Bank selected as winner of the DMA's Financial Services Company of the Year award



Ventana Research 2006 Performance Leadership Awards

- > BNSF Railway Company – Winner in Finance Performance Leadership



2006 DM Review World Class Solutions Awards

- > RBC Financial Group – Winner in EDW
- > Airlines Reporting Corp (ARC) – Winner in Business Intelligence
- > Nationwide Insurance – Winner in Data Management



Computerworld Best Practices in BI 2006

- > BNSF Railway Company (finalist)
- > PayPal (finalist)
- > Health Care Service Corp (finalist)
- > Whirlpool (finalist)



NCDM 2006 Database Excellence Awards

- > Overstock.com – Winner of first place Gold Award in Technological Applications category, Platinum award for overall excellence



Leader in Gartner's SEM, BI/DW Magic Quadrant, DBMS Magic Quadrant

Gartner

Complete, Continuing Support

Teradata also offers a full spectrum of support services. We'll guide you through the evolution of your decision-support solution from planning, design, and implementation to support and enhancement. And Teradata can provide consulting, integration, management and maintenance services, and vital support in data analysis and customer education.

Prove It!

For more than a decade, visitors have entered Teradata's San Diego Customer Benchmark Facility as Doubting Thomases and walked out true believers in the power of Teradata. We urge you to come and put us to the test with your own data and benchmarks.

For More Information

To learn more about Teradata in the government healthcare sector and how we can help you more effectively achieve your agency's data availability and analysis goals, visit Teradata.com and request a contact from a Teradata representative.

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