Teradata and SAS

Teradata and SAS team up to dramatically improve enterprise decision making

It's one of today's most pressing business challenges: Can you transform expanding data volumes into business intelligence that drives faster and better strategic decisions across the enterprise?

The investments companies make in enterprise analytics testify to the importance of this challenge. They hope that leveraging analytics across customers, marketing, supply chain, risk, finance, and IT will do more than reduce costs: The enhanced decision making will deliver increased revenue and profits, as well as a lasting competitive advantage.

A new strategic partnership between Teradata Corporation and SAS will enable our many customers and prospects to turn that hope into reality. As we tighten the integration of our solutions and technologies, our customers will realize unprecedented benefits from their investments in data warehousing, data integration, business intelligence, and analytical decision making.

A Joint Technology Road Map

Traditionally, numerous factors have undermined the promise of growing data volumes and their accompanying analytics. Most notably, once data grows past a certain point, some solutions cannot handle the volume. Performance slows, there is a failure to process full data sets due to scalability limits, and the proliferation of limited-use data marts costs the company time and money that the results don't justify.

Our expanded partnership addresses these concerns. The core of the partnership is the ability to run and enhance key aspects of SAS® solutions and analytic processes within the Teradata® engine. Running the SAS functions inside the Teradata environment allows you to capitalize on accelerated run times, reduced data movement and data redundancy, and faster, more accurate analytical development and processing.

To that end we've created a joint research and development road map that will phase in increasingly tighter levels of integration between the companies' offerings. Shared customers and prospects can take advantage of both vendors' core strengths:

Teradata – Enterprise data warehousing and analytical data set development.

SAS – Enterprise-wide business intelligence, data integration (including data quality), analytics (including data mining) and solutions (horizontal and vertical).
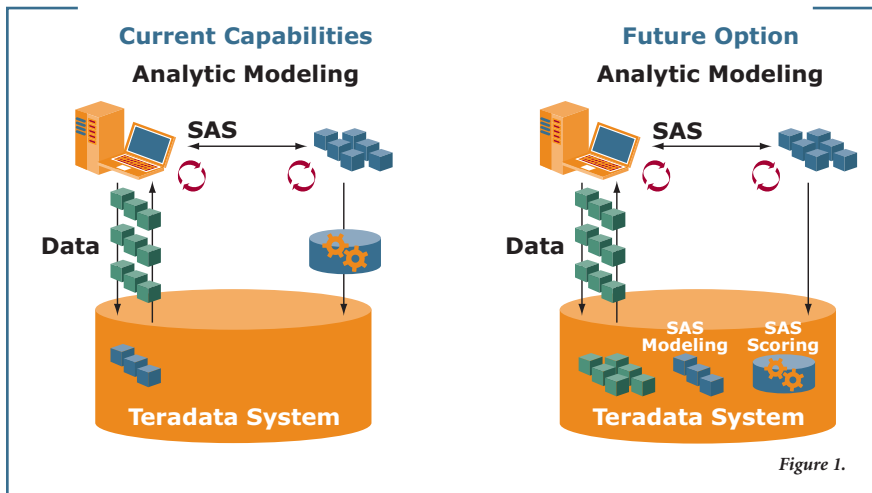
The result is that even as you enjoy increased functionality and performance, you will reduce enterprise risk and the total cost of ownership.

Teradata and SAS in a Snapshot

Teradata Corporation, the global leader in data warehousing and analytic technologies, provides solutions that help make smart companies smarter. Teradata gives 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.

SAS is the leader in business intelligence and analytical software and services. Customers at 43,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW.®

TERADATA®

Raising Intelligence

Teradata and SAS

Current Capabilities
Analytic Modeling

SAS

Data

Teradata System

Future Option
Analytic Modeling

SAS

Data

SAS Modeling   SAS Scoring

Teradata System

Figure 1.

The Teradata and SAS Center of Excellence

The Teradata and SAS Center of Excellence characterizes the initial phase of this partnership. The center features a dedicated team of solution architects and technical consultants who help you use our solutions to optimize the performance of your existing and future IT infrastructure. The team possesses decades of experience and expertise in:

> Teradata data warehousing, client tools, data modeling, and warehousing best practices

> SAS products, applications, and solutions

> Industry-specific domain knowledge in financial services, insurance, healthcare, retail, and communications

> IT infrastructure (servers, storage, database, and network)

> Data integration, business intelligence, and analytical software development methodologies

Deliverables include architecture assessments and recommendations, proof of concepts, benchmarking and sizing analyses, and customized consulting services.

Top 10 Benefits of the Teradata and SAS Partnership

With the Teradata and SAS partnership, you'll get world-class Teradata technology and data warehousing expertise combined with renowned SAS solutions and analytics. The transparent integration of our optimized solutions will:

> Enhance enterprise-level decision making

> Leverage existing investments in data warehousing, business intelligence, and analytical decision making

> Reduce total cost of ownership

> Realize a faster time-to-market by implementing best practices, reducing data movement and data redundancy, and leveraging parallel processing technology

> Improve data quality, data consistency, and data governance for regulatory requirements

> Improve insight and agility with a broader suite of enterprise analytics

> Foster a more collaborative environment with sharable and reusable analytic data and results

> Simplify data management tasks

> Ensure full scalability as your business grows

> Enhance IT staff productivity

> "**As a result of integrating SAS and Teradata technologies, we have reduced overall processing time to run our forecasting model from 36 hours to 1 hour and 15 minutes.**"
> – Thomas Tileston, Vice President of Business Decision Support, Warner Home Video

TERADATA®
Raising Intelligence