

IBM to Teradata Migration Service

Add Value Beyond Your Hub and Spoke Environment

Chances are your data warehouse infrastructure has been defining your company's analytical capabilities, rather than the other way around. If so, you've probably reached a limit on the business benefits your current architecture can provide. Times have changed, and so has your business. New demands for performance, scalability, mixed workloads, and platform stability all too often combine to build a barrier to maximizing the value of your data warehouse environment. The result? You can no longer keep pace with change or perform the kind of high-volume analytical tasks necessary to build a better business.

What you need is a time-tested solution that offers added flexibility to your disparate data mart environment, gives you the scalability to extend your data warehouse capabilities, and maximizes uptime and access. You also need a solution that responds to today's rapidly changing analytical workloads and enables more users to perform deeper analysis.

The Teradata® IBM to Teradata Migration Service lets you meet all those challenges. It integrates the Teradata Database into your existing IBM environment and allows you to reap the benefits of analyzing centralized, integrated detailed data. Migrating from IBM to Teradata lets you:

- > Add flexibility to your hub and spoke environment by building or developing new applications.

- > Extend your data warehouse capabilities into the tens of terabytes and beyond.
- > Increase stability and reliability to maximize uptime and access.
- > Provide decision makers with more accurate, complete, and timely data.
- > Lower costs by reducing duplicate data and effort across the enterprise.

A Proven Path to Success

Teradata Corporation, the global leader in data warehousing and analytics, has helped hundreds of companies like yours successfully migrate to a Teradata solution. Over the years, we've developed experience and expertise that makes the migration path predictable and repeatable. That's because we follow a proven, flexible methodology to establish a data warehouse that delivers the highest possible business value and the lowest total cost of ownership (TCO).

Migrating to Teradata can help you get answers to complex queries that let you gain insight into your business, everything from operations to customers. We'll enable you to automatically handle rapid changes in workload types using our sophisticated workload management tools and a database that can adjust on the fly as query mix changes throughout the day. And because we can support large numbers of concurrent users and high scalability, we can help you make the most of your entire enterprise data warehouse (EDW) by developing a single view of your business.

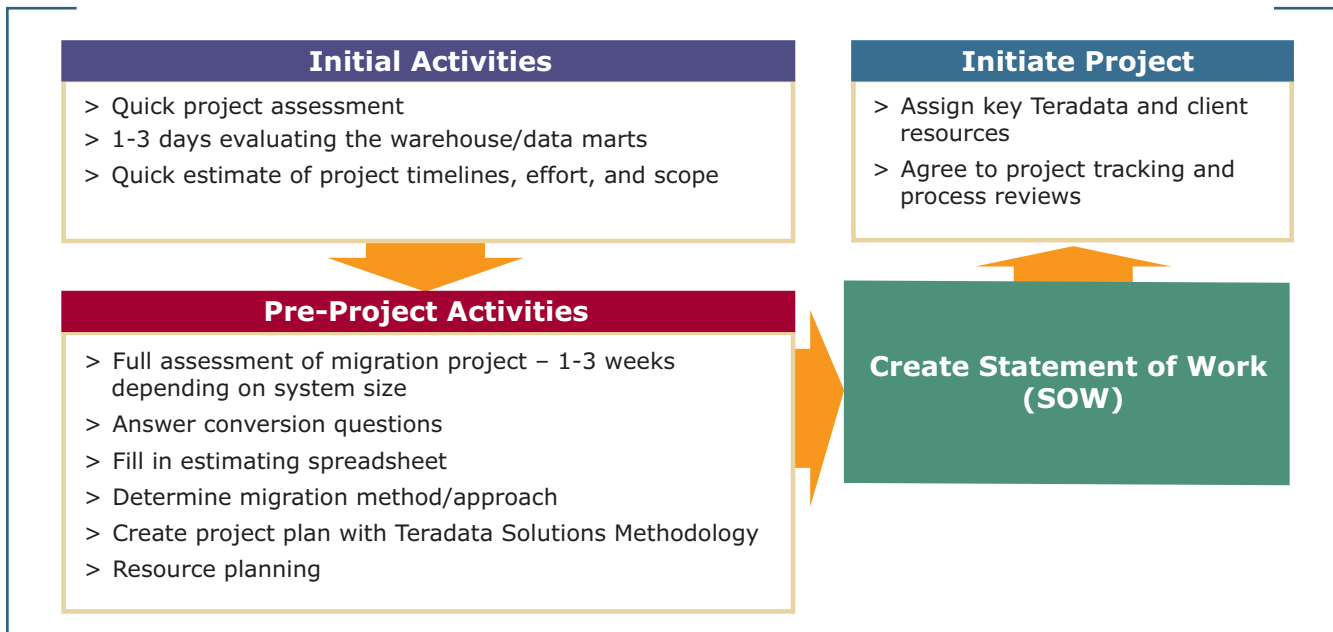


Tools, Techniques, Talent

Our time-tested process includes tools, scripts, examples, and checklists that reduce the time needed to complete the migration. It also establishes methods for regular data feeds to the warehouse from your source system. To help streamline the process, we have specific tools that allow us to automate key aspects of the migration and accurately estimate the time and effort needed in any conversion project. It's a comprehensive toolkit that speeds time to value and lowers project risk.

Teradata also has more than 3,000 consultants around the world who average more than 10 years of experience in data warehousing, business intelligence tools, applications, and data management technologies. These consultants play a key role in assessing your goals and in customizing a migration solution that best fits your unique requirements. They begin by analyzing your existing IBM data marts or data warehouse, then creating quick estimates of project timelines and scope.

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In the next phase of your migration project, they'll conduct a more in-depth analysis of your existing environment.

From that detailed analysis, we'll migrate your database, operations, and applications used in your IBM environment to the Teradata Database through a distinct sequence of events. And migration isn't the end of Teradata's support. Once the data from your existing IBM data warehouse have been migrated, we will load data from your operational systems directly into Teradata Database. We'll determine the actual extract, transform, and load (ETL) tools and utilities to use by thoroughly analyzing your existing environment and your application requirements.

Pick the Right Path

Teradata offers you a choice of migration paths, based on what works best for your business. Most companies find it easy and economical to use a forklift approach that allows you to retire the infrastructure components of your current environment as quickly as possible. This approach delivers significant cost savings. Key activities of the forklift approach include:

- > Inventory the existing objects and processes.
- > Convert DDL from DB2 to Teradata Database.
- > Migrate history from DB2 tables to Teradata tables.
- > Migrate ETL processes to point to or operate with Teradata Database.
- > Convert DB2 SQL to Teradata SQL.

- > Migrate BI processes to point to or operate with Teradata Database.
- > Convert homegrown applications (VB, C, etc.).
- > Leverage DB2 Migration Toolkit where appropriate.

Other available migration paths include a redesign option that reduces the costs associated with data overlap and data maintenance and produces an integrated data model for a single view of your business. This path requires additional migration time. The third option, an evolutionary approach, brings you the advantage of quick time to value because it starts with a forklift approach, and then lets you develop an integrated data model as new projects arise.

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Why Teradata?

Why choose to migrate from an IBM environment to a Teradata environment? Because Teradata is the global leader in data warehousing and analytical solutions empowering leaders and innovators to make smarter, faster decisions to achieve Enterprise Agility™. And because we can:

- > Deliver greater data warehouse performance and scalability, plus better system reliability and availability.
- > Help you enable complex business queries and quickly adapt to rapidly changing tactical and strategic workloads, while delivering financial savings and creating a single view of your business.
- > Put our experience and documented methodology to work to speed the migration process.

For More Information

To find out more about how Teradata can help you successfully migrate your IBM environment so you can strengthen decision making and analysis and continue to grow your business, contact your local Teradata representative or visit

Teradata.com.

Improved Performance. Dramatic Results.

The IBM to Teradata Migration Service has already helped companies around the world achieve dramatic results. For example, a North American financial services company:

- > Reduced the number of load jobs required by 40%.
- > Decreased disk space utilization 35% over DB2.
- > Improved query performance from 30%-100%. Some queries taking more than 6 hours now take only minutes.
- > Executes ETL loads 3-6 times faster.
- > Reduced back-up time by 400%.

And a U.S.-based business successfully migrated to Teradata Database with performance and cost improvements that included:

- > 99.9% availability.
- > 175-hour work effort compressed to less than 20 minutes.
- > Reduced a process that took more than 20 hours to less than four minutes.
- > Decommissioned its DB2 data warehouse environment within nine months.

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