

# Teradata and Oracle BI Enterprise Edition



ALLIANCE PARTNER

## Two Leaders in Business Intelligence Deliver High-Performance Analytics and Superior Results

The partnership between Teradata and Oracle delivers optimized integration of Teradata® Unified Data Architecture™ and Oracle® Business Intelligence Enterprise Edition (OBIEE) including:

- Best practices established for optimizing OBIEE performance and feature integration with the Teradata Unified Data Architecture.
- Professional Services tailored to Teradata and OBIEE optimization, consolidation, and migration activity.
- Collaborative sales and engineering support for joint customers.
- Bi-annual engineering executive summits to drive joint roadmaps.

## Business Benefits for OBIEE and Teradata Joint Customers

- **A single, timely view of business performance:** Overcome the limitations of disconnected decision support and operational data.
- **Proven, scalable enterprise BI solution:** Delivers a solution that reduces operational complexity while streamlining BI processes.
- **A true performance management platform:** Drive performance improvement by linking strategic goals and plans to detailed operational plans.
- **Effective alignment between business units and departments:** Improve senior management's ability to analyze consolidated financial and operating results by ensuring that data points are consistently defined.
- **Cost Reduction:** Lower operating costs by reducing data redundancy through data consolidation and application migration onto the Teradata Database.

## Teradata Delivers OBIEE Deployment and Optimization

Teradata Professional Services consultants use a proven methodology leveraging optimized OBIEE and Teradata integration to deliver on your BI objectives.

- Achieves maximum performance and scalability by shipping resource intensive SQL to the Teradata Database.
- OBIEE leverages 100+ Teradata Database-specific features and generates Teradata-optimized SQL benefiting from Teradata Database's parallel processing, scalability, and unique capabilities across the Teradata Workload-Specific Platform Family.
- OBIEE supports many Teradata-specific analytic capabilities including temporal, geospatial and in-database analytics.
- Delivers the reports, dashboards, and analytics to achieve your enterprise BI and performance goals.
- Leverages OBIEE as a scalable, enterprise BI solution as an excellent complement to Teradata's industry-leading support for thousands of concurrent analytic-oriented users.
- Utilizes OBIEE with Teradata Unified Data Architecture and Teradata Query Grid™ to seamlessly access data where it resides.

## Teradata Services: OBIEE Platform Consolidation and Migration

Leveraging years of deep application and data consolidation experience, Teradata consultants have the necessary skills to maximize the impact of consolidating and migrating OBIEE and other BI tools onto a single Teradata platform.

Data consolidation is the process of centralizing data from multiple, disparate data repositories into a single data warehouse that serves all of a company's business users.



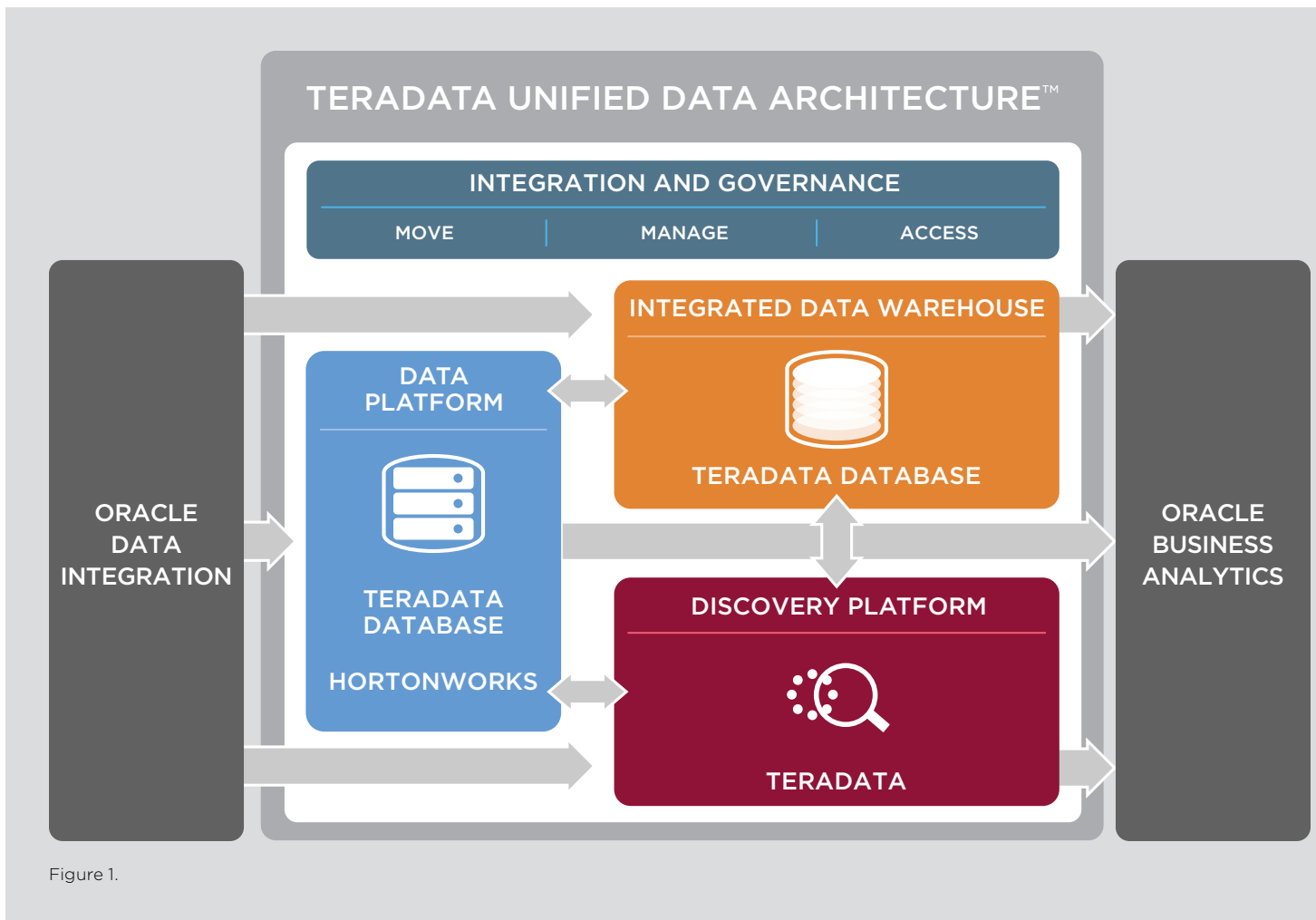


Figure 1.

Teradata’s credentials for data consolidation services include:

### Highly Experienced

100+ Teradata BI customers have consolidated five or more data marts over the past four years.

### Superior Performance

Optimization for Teradata enables performance on all aspects of analysis, including faster response on complex reports and queries.

### Lower Cost

Consolidating operational data on your existing Teradata Warehouse eliminates management and maintenance cost associated with multiple copies of data.

### Built for Analytics

Combining operational data from other source data in the Teradata system yields better insights and more accurate decisions.

## Teradata Services: OBIEE Platform Re-host and Migration

Teradata OBIEE Re-host Services offer you and your organization a rapid methodology for fast migration and redeployment on a Teradata platform.

More than ever, Teradata users are discovering that their various independent BI platforms can’t handle the demand and workload in a growing, dynamic data warehouse environment. In response, many are consolidating and improving their analytic capabilities by migrating existing OBIEE deployments to the Teradata database. This better positions them to meet the need of the business.

For those customers, the important questions are:

- How does the re-host and migration take place?
- What is required to complete the migration successfully?
- What value will I realize at the end of the process?

Teradata consultants follow a proven, flexible methodology to successfully migrate applications and data from disparate systems to a Teradata solution. This time-tested process includes tools, scripts, examples, and checklists that reduce the time needed to complete the migration. It also establishes the process for regular data feeds to the warehouse from the source system or other database systems. Teradata's methods for accomplishing these steps have been tested, tuned, enhanced, and documented over the years.

Three critical steps must occur in a migration to Teradata:

1. **Data that currently resides in a siloed environment must be moved to the Teradata Database.** This is done by transferring the data from one platform to the other. Migrating the data to a Teradata Database uses tools, utilities, SQL statements, or a combination of these. The existing data model can be migrated as is.
2. **The end users must have their business requirements met, if not exceeded.** This is done by migrating the existing OBIEE platform to work with the Teradata solution. Additionally, Teradata offers the flexibility to efficiently migrate a range of applications, third-party software, and various application interfaces such as ODBC and JDBC, based on our experience, as well as requirements specific to your existing application(s).

3. **The Extract, Transform, and Load (ETL) processes must be updated to load the new warehouse from the former system and possibly some new sources.** Teradata's migration program includes efficient procedures and automated tools that streamline this migration step.

Once your data has been migrated to the Teradata Database, Teradata consultants will ensure that your new solution is up and running while ensuring it is providing accurate, validated results with the highest level of performance.

The Teradata OBIEE Platform Re-host and Migration package includes up to 120 days of services. Among the specific services you receive are:

- Training
- System Install
- Project Plan
- Database Set-up
- Architecture Design Document
- Production Load
- Teradata Data Definition Language
- Documented ETL
- Business Intelligence Metadata Layer
- Migrated Reports
- Migrated Application
- Unit and System Test Plan

## Teradata and Oracle BI Real-World Customer Solutions

### Optimization Situation

A major media company needed to provide "real-time" visibility into the heart beat of Call Center operations, while processing 200M records per day, and optimizing staffing and performance for customer loyalty.

### Resolution

OBIEE-Teradata integration and optimization enabled analytics around 60M OLTP transactions per day on the Teradata system, supporting 1,500 users and 8,000 reports per day resulting in improved customer loyalty and retention by managing churn in real time.

### Migration and Consolidation Situation

A major information services company had a decentralized view of their customers, lengthening the time required to piece together a single view of customers and assess value from multiple fulfillment systems holding revenue data.

### Resolution

Migration and consolidation of data onto Teradata database, centralizing access to disparate elements of account data through unified access using OBIEE. Consolidated account, revenue, activities, pricing, and variable compensation data from 5 source systems into the Teradata system.

### Deployment and Optimization Situation

A major high-tech manufacturer had no way to tie expiring service contracts to their customer install-base, meaning that sales teams didn't have timely insight into which products were expiring at a site, which products should be up-sold with competitive discounts, and which service contracts were up for renegotiation.

### Resolution

Deployment of optimized analytical models into the Teradata system, with an OBIEE reporting layer delivering service data integrated with install-base detail. Just-in-time sales team reports enable the launch of new sales programs while generating millions in new revenue through a direct-sales channel, with the opportunity for channel partners, who generate 80% of existing sales, to leverage the same solution.

## Key Alliance Engineering and Integration Features

- **Focused** on delivering integrated, optimized BI and data integration (DI) solutions.
- **Dedicated** engineering and sales support resources across both companies.
- **Interactive**, bi-annual engineering summits with Teradata Labs R&D and Oracle engineering and product management.
- **Committed** on a joint basis to maintain current product certification.
- **Pre-packaged** with 100+ Teradata-specific features built into OBIEE.
- **Equipped** to allow OBIEE to generate native Teradata SQL.
- **Designed** to support Teradata-specific analytic capabilities, such as temporal, geospatial, and in-database analytics.
- **Powered** by highly parallel OBIEE processes.
- **Optimized** Teradata queries with results streamed directly to OBIEE end users for fast response times.
- **Multi-faceted** - Oracle BI solutions take advantage of Teradata parallelism by leveraging Teradata's ability to perform many analytical functions within the database.
- **Intelligent** - Smart connectivity provides better performance, scalability, and security.
- **Seamless** - Support for the Teradata Query Grid for uninterrupted data access across the Teradata Unified Data Architecture

For more information, contact your Teradata representative or visit [Teradata.com](http://Teradata.com).

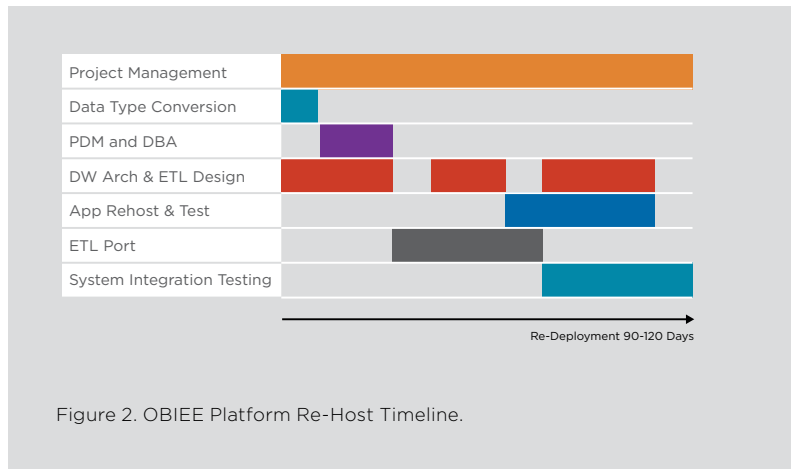


Figure 2. OBIEE Platform Re-Host Timeline.

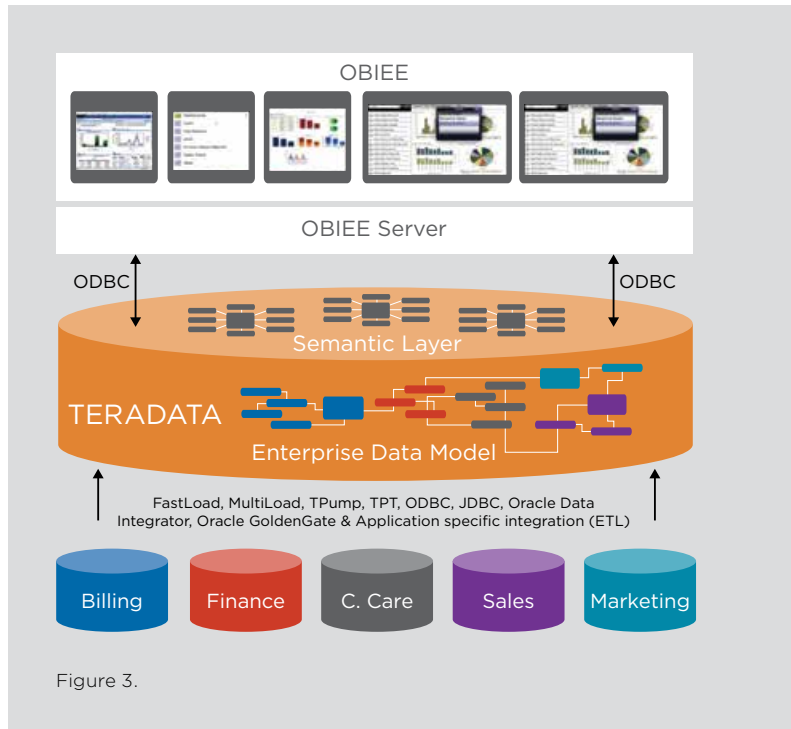


Figure 3.

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