

# TERADATA AND TIBCO SPOTFIRE

ACCESS TO ACTIONABLE INSIGHT

TERADATA

## NOW, YOUR FASTEST DECISIONS ARE YOUR BEST DECISIONS

In today's changing business environment, the ability to make fast decisions that are also strategic is critical. Every decision, from the small to the high-level, data-driven choices, impacts an organization's ability to gain competitive advantage. Too often, those on the front lines aren't equipped with access to data, or a consolidated view of that data, to make decisions that are driven by insight and a holistic view of the business.

More than likely, organizations also are faced with a backlog of new reports, out-of-control "spreadsheet marts," big data resources, massive amounts of click-stream and sensor data with a confused mix of custom applications all trying to accomplish similar goals. The result? Decisions are made in isolation—at slower speeds than necessary—while important customer opportunities slip away.

Businesses that will succeed today know that they need more than siloed data that can be accessed only by a select few within the organization. They need to view composite customer data from multiple sources as a

### PARTNER SNAPSHOT

Teradata Corporation is the world's leading analytic data solutions company focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver integration and insight to empower organizations to achieve competitive advantage.

**TIBCO Spotfire**™ TIBCO Spotfire® is the analytics and data discovery platform from infrastructure and business intelligence giant, TIBCO Software. From interactive dashboards and data visualization to predictive analytics, Spotfire's intuitive analytics software provides an astonishingly fast and flexible environment for visualizing and analyzing your data. As your analytics needs and requirements increase, our enterprise-class capabilities can be seamlessly layered on, helping you to be first to insight—and first to action.

stream of activity with a system that is robust, adaptive, and powered by unrivaled speed. They need business visualization that drives strategic decisions and empowers everyone to uncover the insights that will move their business forward.

## SOLVE COMPLEX AND EXTREME DATA BUSINESS CHALLENGES BY TURNING THE UNKNOWN INTO THE KNOWN

That's why Teradata Corporation, the world leader in data warehousing and big data analytics, has teamed with TIBCO Software and its Spotfire Visual Analytics Platform to provide users with true data discovery capabilities, utilizing the full breadth and depth of enterprise data. Fueled by unmatched speed, flexibility and a visual, interactive discovery environment, this partnership will uncover insights previously masked by data silos, sampling or high-level data calculations.

With the unique ability to run interactively, in-database and in-memory, Spotfire leverages the power of the Teradata® Database and its aggregations, filtering, and complex calculations for high-performance interactive visualization. This means that the non-IT line of business decision makers can drive better and quicker decisions on the front line and address even the most complex business challenges.

## EXTENDING THE REACH OF DATA DISCOVERY

Teradata is also extending the partnership to include the Teradata Aster® Discovery Platform. Along with localized data, users can easily include extreme data volumes stored in Teradata and Teradata Aster environments in visual analytics and data discovery events. With Spotfire's robust suite of applications, they can uncover insights quickly from data in multiple sources.

This integration comes with substantial benefits for customers of Teradata's market-leading discovery solution. In addition to having features such as 70+ easy-to-invoke built-in Teradata Aster SQL-MapReduce® functions, it also enables data acquisition, preparation, and analyses, as well as the creation of custom visualizations of insights within just one query.

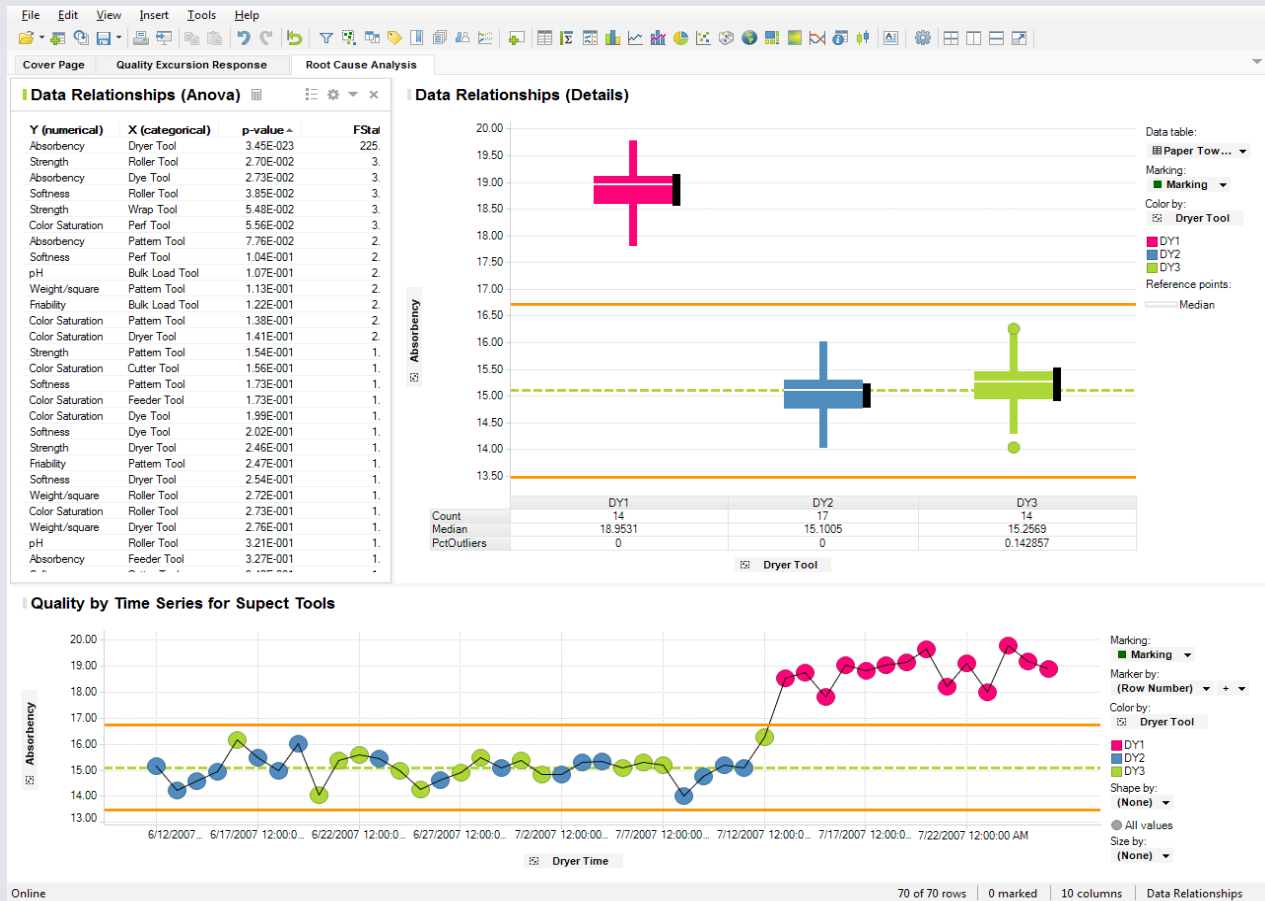


Figure 1. Advanced statistical analytics embedded in an operational application for front-line decision makers.

An example of an Aster SQL-MapReduce function is the Teradata Aster *nPath*™ function. Aster *nPath*™ links an outcome that a customer would like to track (e.g., cancellation of service) with the most common paths taken to reach that outcome. When this function is executed the customer has the ability to change parameters (e.g., number of calls placed to the call center) without having to change any function code.

The result? Faster, easier data discovery that enables customers to perform iterative analyses. This benefits the entire organization by creating a culture of data-driven decision making, and deriving non-intuitive and significant insights that enable strong follow-up actions leading to positive returns.

A framework for organizations to address all types of data and multiple Teradata systems, the Teradata Unified Data Architecture™ leverages the complementary value of best-in-class technologies from Teradata and open source Apache™ Hadoop. This allows business users to ask any question, against any data, with any analytic, at any time.

The power of Teradata Database and Teradata Aster Database, combined with the deep analytic and visual capabilities of Spotfire, provides users with a complete analytics workflow platform. Extreme data access, data mash-ups from disparate systems, and localized data are shown in an easy-to-use, interactive presentation that can be published and shared with others. This gives users the chance to unlock the power of large data volumes, see and discover the unknown, and ultimately leverage those insights to make the best decisions possible.

## UNSURPASSED POWER FOR EXTREME DATA DISCOVERY

Teradata Database provides the massively parallel processing (MPP) database power required to meet today's analytics demands. Teradata Database also enables comparisons to be seen in real time. Using Spotfire to access, visualize, and analyze the data in-database allows analysts to actively see and use data in a process, and ask and get answers to questions when it matters most.

The result is faster, easier data discovery, analysis, manipulation and collaboration throughout your entire organization and the ability to define the significant from the random, moving companies toward true data insight.

## MEANINGFUL BENEFITS THAT DRIVE BUSINESS VALUE

Spotfire has the ability to easily integrate with all the capabilities of a Teradata data warehouse, meaning customers can expect to gain better insights on how to grow their businesses, reduce costs, improve efficiency, reduce customer churn, identify and reduce fraud, manage supply chains and inventories better, and best forecast demand.

MGM Resorts International, a Teradata and Spotfire customer, realizes the impact of its ability to explore and visualize data. "Being able to work with Spotfire directly connected to billions of data records through Teradata will greatly improve our ability to manage the big data dilemma and to extend our 'two second advantage' through real-time decisioning."

Becky Wanta, SVP and Global Chief Technology and Innovation Officer, MGM Resorts International

### Single View of Your Business

Arm front-line employees to take action with a reusable, consolidated source of accurate, timely business information.

### Fastest to Actionable Insights in a Self-Service Environment

Now anyone can freely ask, answer, anticipate and act on relevant questions with speed and agility, dramatically reducing the dependence on IT.

### Visibility Into the Unknown

Intuitive visualizations allow you to uncover trends, patterns and insights previously hidden in large data silos, enabling the identification of both opportunities and threats.

### Encapsulated Expertise

Master complex business challenges with deep, repeatable analytic solutions that leverage the knowledge of DBAs, analysts and decision makers, along with the industry expertise of Teradata and Spotfire.

### Universal Adaptability

Whether it's back-office analysis or front-line decision making, you'll have a single enterprise data engine and data discovery platform to move your business forward.

## THE BEST DECISION POSSIBLE

The combination of Teradata and Spotfire creates a unique opportunity for key industries to discover new insights and improve business—all based on your Teradata data warehouse. Leading organizations in Life Sciences; Energy; Consumer Goods and Retail; Telco, Media and Networks; Manufacturing; and Financial Services all leverage the business transformation that is possible through true data agility.

## MAKE TODAY THE DAY

To find out how Teradata and Spotfire can help you transform your business through the power of data insight, contact your local Teradata representative or visit [Teradata.com](http://Teradata.com).



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