

Teradata and MicroStrategy

Today's complex business challenges demand innovative strategies and solutions that help companies keep pace with the changing landscape of commerce. With a goal to take advantage of big data analytics, adopt mobile technology or to become even faster and more flexible with cloud computing, organizations must make the most of their data warehousing and business intelligence (BI) investments.

Since 1995, Teradata and MicroStrategy have collaborated to combine our unique technologies, experience, and expertise to create best-of-breed solutions that allow organizations to readjust their business strategies around existing and emerging technology trends. We help you gain a better understanding of your customers, increase your visibility in target markets, reap a higher return on investment, and lower the total cost of ownership (TCO) of your BI and data warehousing infrastructure.

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 empower organizations to integrate, analyze, and profit from data to increase their competitive advantage.

MicroStrategy®

Founded in 1989, MicroStrategy is a leading provider of

enterprise software platforms for business intelligence (BI), mobile intelligence, and social intelligence applications. MicroStrategy's BI platform enables leading organizations worldwide to analyze the vast amounts of data stored across their enterprises to make better business decisions. Companies choose MicroStrategy BI for its ease-of-use, sophisticated analytics, and superior data and user scalability. To learn more about MicroStrategy (Nasdaq: MSTR), visit www.microstrategy.com and follow us on Facebook and Twitter.

MAXIMIZE YOUR DATA WAREHOUSING INVESTMENT

Teradata and MicroStrategy have strengthened our relationship to offer an integrated vision combined with complementary technologies that support more than 300 customers globally.

Companies in industries such as retail, financial services, telecommunications, healthcare, insurance, pharmaceuticals, travel, hospitality, and gaming are using our solutions for competitive advantage:

- ~ **A global fast food company** that is applying financial performance, on-time delivery, in-plant operations, network efficiency, and retail outlet performance capabilities to analyze operations and store reviews, plan better promotions, improve menus, improve customer service, and understand specific regional market differences better.
- ~ **A worldwide Internet marketing organization** that is using marketing, campaign management, and Web traffic applications to anchor approximately 54 BI applications that are deployed across its companies.
- ~ **A domestic mail carrier** that relies on 12 MicroStrategy applications to provide a consolidated view of corporate data. The organization has seen work hour and fraud reductions, improved decision making, data quality and operational performance, and increased analyst productivity and business knowledge.

Together, Teradata and MicroStrategy deliver solutions that provide the highest levels of performance and reliability plus a single view of the business across all departments and lines of business, allowing you make more informed business decisions.

GET AHEAD OF CHANGE

At the forefront of technological change, Teradata and MicroStrategy offer you robust data warehousing and BI tools that have been integrated and optimized to address your most vital enterprise BI needs. Our combined technologies enable you to create enterprise reporting, dashboards, and scorecards to conduct powerful

predictive analytics. We continuously strive to bring innovation and thought-leadership by developing leading-edge solutions to address the diverse challenges of:

BIG DATA ANALYTICS

Teradata and MicroStrategy have worked collaboratively on enterprise-wide deployments for many years. As the definition and requirements of big data analytics shift, especially in areas such as social media, which create vast amounts of data, we continue to collaborate on solutions that meet the demands of our joint customers.

CLOUD COMPUTING

Teradata integrates with MicroStrategy's BI Cloud Services, allowing you to maintain your on-premise data warehouse and connect to MicroStrategy Cloud. We understand the number and complexity of options available for cloud computing and are collaborating to provide an array of flexible cloud solutions for any size company.

MOBILE TECHNOLOGY

The Teradata-MicroStrategy partnership continues to enhance our platform for mobile applications, a seamless solution that provides the performance and mixed workload capabilities that will meet the mobile technology needs of today and the future.

FOR MORE INFORMATION

To find out more about how Teradata and MicroStrategy can help you build new and better competitive strategies to take advantage of changing trends, contact your local Teradata representative or visit Teradata.com.

KEY MICROSTRATEGY OPTIMIZATIONS FOR TERADATA

- ~ Teradata-specific SQL syntax
- ~ Multi-pass SQL for analytical sophistication
- ~ Integration with Teradata Tools
- ~ Seamless support for key Teradata features
- ~ Extensions to Teradata functionality



Figure 1. A View of the CFO Dashboard on iPad.

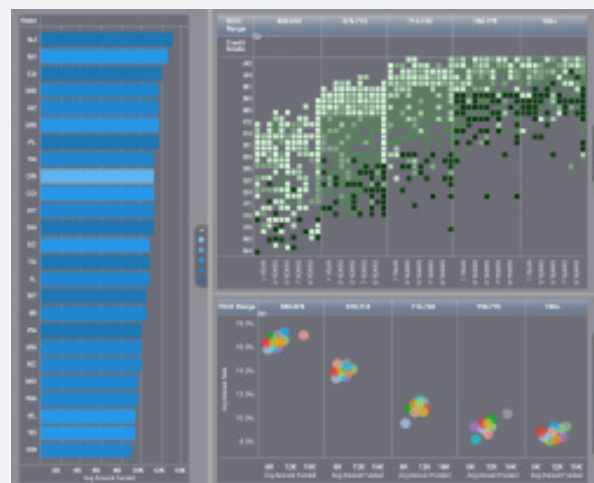


Figure 2. MicroStrategy Visual Insight.

