

TERADATA AND ALTERYX

ARM YOUR BUSINESS ANALYSTS WITH ADDED INSIGHT

Today's ever-changing business environment means that organizations like yours need to put vital data and insight into the hands of more and more business analysts in every corner of your company. That's because those analysts need to make sense of all relevant data to make faster, more accurate strategic decisions. And to do that, they need to be able to quickly and easily perform sophisticated analytics.

Your non-technical business analysts may best understand the need for data and the critical business questions that can be asked from an array of data sources. But all too often those same analysts have neither the experience nor expertise in SQL, data loading and extraction, or the analytical programming skills needed to leverage traditional, complex toolsets in today's big data environment.

What those business line analysts need is a new way to gain big data insight so they can:

- ~ Easily integrate and enrich the data.
- ~ Perform predictive and spatial analytics without a lot of coding.
- ~ Rapidly designing and publishing analytic apps.

In addition, your business decision makers must be able to take advantage of strategic analytics that bring together everything they need to know for your most important decisions. To accomplish that, they must first have the ability to:

- ~ Understand any shape of data.
- ~ Merge data from any source.
- ~ Define data relationships.
- ~ Keep your data clean and credible.
- ~ Overlay all the different content.
- ~ Visualize relationships between the data.
- ~ Build repeatable analytic applications for specific decisions.

BIG DATA VOLUMES BRING BIG DEMANDS

To take the right action for your business, decision makers must have access to all the relevant data at their fingertips. Making decisions without the right data can mean the difference between a successful new product introduction and a failed one. But it's not always easy to get access to all the data you need. That's especially true in today's big data environments where data can reside in multiple, disparate databases and data warehouses.

Now with the partnership between Teradata and Alteryx, you can seamlessly and easily include big data volumes stored in Teradata and Teradata Aster environments in your Alteryx analytic applications, without knowing SQL or other technical tools.

EXTEND THE POWER OF YOUR BUSINESS ANALYSTS

The Teradata® Unified Data Architecture™ is 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, Teradata Aster,

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 for competitive advantage.

alteryx

Alteryx provides an easy-to-use analytics platform for enterprise companies making critical decisions that drive their business strategy and growth. Alteryx Strategic Analytics runs analytic applications that empower executives to identify and seize market opportunities, outsmart their competitors, increase customer loyalty, and drive more revenue.

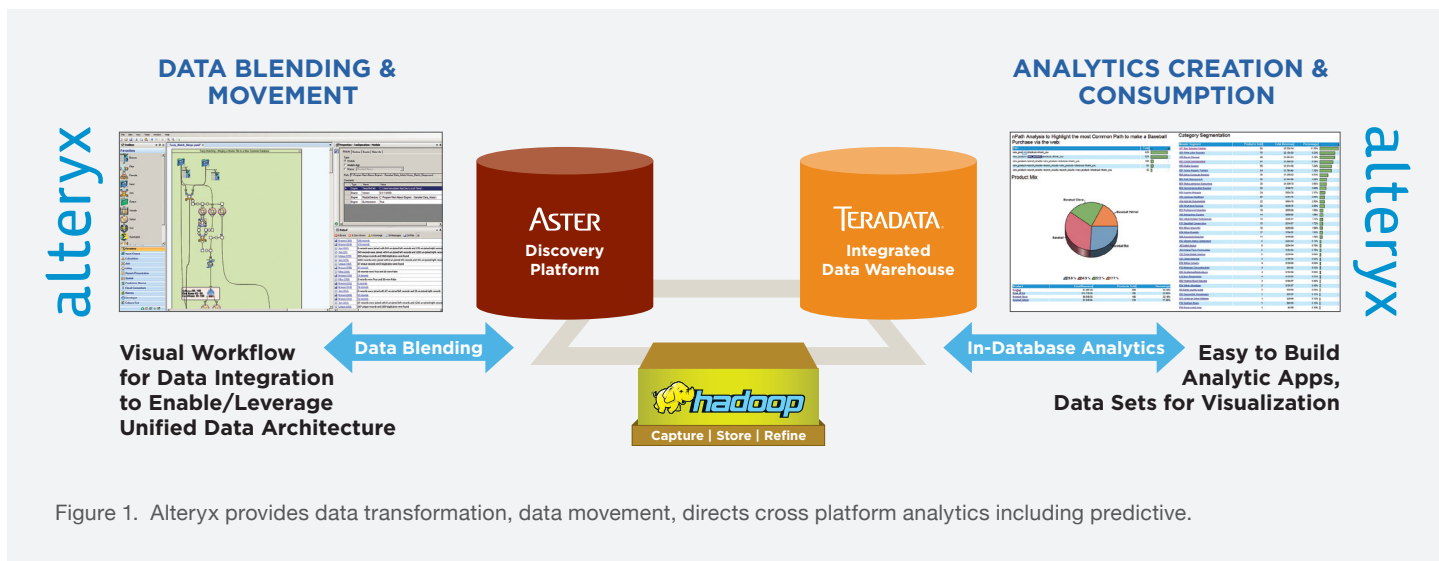


Figure 1. Alteryx provides data transformation, data movement, directs cross platform analytics including predictive.

and open source Apache™ Hadoop to enable 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 speed and agility of the Alteryx Strategic Analytics platform, provides you with full analytics lifecycle—from transforming, enriching, and loading data to designing analytic workflows and putting easy-to-use analytic applications in the hands of line-of-business users.

In typical analytic environments, teams of data specialists must access, join, merge, and cleanse new data before it is ready for analytic consumption. Plus, it often takes more than one iteration to get the right data and get the right answer. In today's fast-paced business environment, however, the delays that result from long-running IT infrastructure build-out projects mean more than just a small missed business opportunity; they can mean a serious competitive disadvantage.

EASE IT'S BURDEN

Combining Teradata analytic solutions with Alteryx Strategic Analytics enables you to take advantage of the power and scalability of Teradata's data warehouse and big data analytics without overburdening your IT department. With Teradata and Alteryx, you can seamlessly integrate, cleanse, and enrich data across even the most complex data environments, using a high-speed connector that facilitates interactions between the platforms. So you get the right data to make the right decisions, faster.

UNIFY YOUR ANALYTICS ENVIRONMENT

The Teradata and Alteryx partnership provides a unified analytics environment that includes integration across the Teradata Data Lab, Teradata Aster, Hadoop, and third-party data.

Alteryx enables analysts to stage the data labs environment before making choices to load the Teradata data warehouse. Now they can load data from their local machines and effectively perform data blending and stage it for analytics in the data lab. In addition, Alteryx provides demographic data, household data, firmographic data, and spatial data from third-party providers, such as Experian, Dun & Bradstreet, and TomTom, to help enrich the data you already have before it is loaded back into the data labs environment. Finally, by leveraging Alteryx's Analytical Applications and reporting both within the data labs environment and/or across the data warehouse, your line of business users can quickly prototype functionality that can be deployed within the stack for use and publication to other users. This rapid prototyping serves as an immediate self-service need, as well as a strategy for IT to incorporate analytics into production at a cadence when and if it makes sense.

RAPIDLY ANALYZE AND SHARE DATA

Alteryx has developed a unique tool that can help you more rapidly develop and deploy analytic processes. The Alteryx Designer Desktop allows an analyst to build a single, cohesive analytic process that may touch a variety

of data sources and toolsets. In addition to allowing business analysts to service their own ad-hoc analytic needs, Alteryx lets you publish this as an app inside an easy-to-use front end that end users and decision makers can access through the Web. That means new analytics found through the discovery process can be more rapidly deployed, speeding the time to value.

Alteryx Strategic Analytics enables your business analysts to rapidly integrate, prepare, analyze, and share data with business users through analytic applications published to the Alteryx Analytics Gallery or a private cloud. As a result, line of business analysts can gain insight to support their most strategic decisions seamlessly, without burdening IT.

AN ARRAY OF OPPORTUNITY

The combined productivity and strategic big data analytics capabilities of Teradata and Alteryx allow you to:

- ~ Perform faster data loading, integration, and enrichment, getting the right data into the right hands more quickly.
- ~ Rapidly deliver sophisticated analytic applications to decision makers, enabling simple analysis of all relevant data - including big data volumes.
- ~ Leverage in-database processing for the Teradata and Aster Databases supporting faster and more efficient decision making.

Through integration with Alteryx Strategic Analytics, you can easily create sophisticated analytic workflows that take advantage of in-database analytics for Teradata and Aster Databases, including complex cross-platform analytics, dramatically reducing the time and expense of doing analysis across multiple platforms. Call procedures built in the R predictive language to be executed within the Teradata Database can generate dynamic SQL statements on the fly and leverage Aster Database capabilities to generate MapReduce functions for large-scale data analysis as part of a larger, seamless cross-platform analytic workflow (see Figure 1).

DYNAMIC BUSINESSES NEED DYNAMIC DECISIONS

The Teradata/Alteryx partnership offers you a wide range of opportunity for smarter, faster decision making. We understand that your projects and programs are often time-intensive and that you can't always wait for IT to source and cleanse data. Together, we can empower your business analysts to gather, analyze, and demonstrate integrated data value, understand data integration and movement among multiple platforms better, and help take advantage of today's complex analytical ecosystems.

Armed with that insight your business will be prepared to:

- ~ **Access customer, transaction, and product data** then match or append various other data (both inside and outside your data warehouse) to drive more effective marketing campaigns.
- ~ **Make social media and other analytics more consumable** by building or launching applications for end-user business unit consumption to drive market perception/sentiment values into decision making.
- ~ **Integrate e-commerce data with ratings, reviews, mobile, interaction data**, and apply predictive model clustering to determine products/services with the most or least demand.
- ~ **Integrate drive time geospatial with enterprise data** including weather, sensor, economic, competitor, satellite, traffic, logistics and more to determine where to allocate inventory most efficiently.

FOR MORE INFORMATION

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



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TERADATA

THE BEST
DECISION
POSSIBLE

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