Delivering Breakthrough Business Value

There's More to Know About Teradata

Today's businesses are undergoing a strategic shift—defined by digital and information transformation leveraging the cloud, mobile technology, and the Internet of Things. In today's insight-driven world, analytics and data have become the number one assets in organizations.

Whether you need to re-define your business, mitigate risk, introduce innovative new products, or enhance your customers' experience, analytics is at the heart of driving breakthrough results. Yet the way you store, manage, and analyze that data is changing, driving the need for agility and affordable deployment options.

At Teradata, we believe that analytics and data unleash the potential of great companies. We embrace a more agile approach to integrating the data that matters most. We help companies drive high-impact business outcomes from operational excellence to asset optimization and even finance transformation. We focus on turning the most complex and challenging data sets into high-value assets that produce high-impact insights and tangible value for the business.

Teradata embraces this complexity, enabling the analytics future for leading global brands in telecom, transportation, consumer packaged goods, financial services, manufacturing, and other industries. We can guide you, too, on the path to analytics that uncover the breakthrough value hidden in your data.

From reducing the time for clinical trial for new drugs, to improving crop yields for farmers, to lowering carbon emissions, or improving communications between people, Teradata unleashes what's possible with data to solve urgent real-world problems and seize compelling strategic opportunities.

TERADATA®

By analyzing the data that you've captured, the possibilities for driving differentiated value are endless. And, digitization has opened up the potential for how data and analytics can drive even more profound business outcomes by leveraging key business processes.

Six of the most critical business processes are finance transformation, customer experience, product innovation, risk mitigation, asset optimization, and operational excellence.

Teradata also has embraced Internet of Things (IoT), helping companies, from airlines to POS and ATM vendors, to automobile manufacturers, optimize their assets that increasingly are connected to the internet.

Starting with the End in Mind

Teradata approaches things differently—we focus first on the end goal for our customers—finding the highest-impact business outcomes. This approach makes building a roadmap simpler than ever.

It's a conversation we welcome with the CIO and CEO alike. As a trusted advisor to the C-suite, Teradata Corporation shows how companies can realize their full analytics potential. This approach is already making a difference with agile, market-leading organizations in more than 75 countries worldwide. They stand out by offering the best products, the best customer service, and the greatest shareholder value.

Digitizing Energy Distribution

An electricity distributor needed a way to operate more efficiently and increase transparency with the electricity usage rates it charged customers. The only way to do this was to bring all its disparate data networks together. We helped them streamline their operations into a single Teradata® Unified Data Architecture.™ By implementing smart meters and sensors, the electricity company could measure consumer usage and environmental data. An internal application gave them greater visibility into accounts and improved their customer communication while a predictive maintenance application deployed on HV/MV transformers helped prevent outages.

The end result: $64M in cost savings, in addition to better insight on energy consumption, fewer network outages, and improved customer satisfaction.

The Core of What We Do

We empower companies to achieve high-impact business outcomes through analytics at scale on an agile data foundation. How do we do this?

We focus on achieving ongoing, consistent high-impact business outcomes across different business processes. It's all about the data and analytics—broken down into these three areas:

- Applying multiple analytics techniques combined in a single workflow delivers a new perspective on business challenges.
- Intelligently integrating data by sorting data based on its value and assigning priority to data so it can be categorized and integrated over time.
- And all of this work must be done at scale— giving the most accurate view of the business across all observations, interactions, and transactions—for the ultimate agility and potential to unleash powerful business outcomes.

This approach delivers the ultimate in agility and potential to unleash powerful business outcomes.

TERADATA

Business Outcome-Led, Technology Enabled: The Teradata Pillars

We understand the business challenges our global customers face and the power of analytics to solve those challenges, from decades of experience serving the world's largest companies and organizations. Our success is rooted in our proven capabilities that span technology, people, and methodologies.

Through the three pillars—Business Analytics Solutions, Ecosystem Architecture Consulting, and Hybrid Cloud Solutions—Teradata offers the strongest analytics in the world.

We deliver the critical components you need to leverage analytics the smartest way possible, with a trusted partner who understands your business challenges and where you are trying to go.

Proven experience. Real-world expertise. World's best technology. That combination—of our people, tested methodologies, and technology—allows us to leverage data and analytics in a way no company has before, to address customers' business problems with the best solutions and technology.

Several leading companies
have leveraged Teradata solutions to deliver high-impact business outcomes in these key business areas.

- One leading health insurer identified $34M in fraudulent activity—recovering those losses and reinvesting it back into its bottom line.

- Another top insurer reduced by over 50% its accounting close process time. It also established new standard data definitions and governance across 200 key source systems.

- A large manufacturer saved more than $35M with improved supply chain visibility and reduced waste on operational flow.

Teradata Solutions

Being business outcome-led means Teradata asks, **"What is the business problem we can help you solve?"** We will apply our architectural expertise and technology solutions to help solve your unique problem.

High-Impact Business Outcomes

Business Analytics Solutions

Analytics Business Consulting, Data Science, Analytics Applications, Analytics Solutions

Ecosystem Architecture Consulting

Analytical Architecture Consulting

Hybrid Cloud Solutions

Analytical Ecosystem deployed as a hybrid cloud

TERADATA

Business Analytics Solutions

Make your data behave, and insights will follow

Entirely too many decisions are made with incomplete data, or data within easy grasp. All too often, high-value insights remain hidden and out of reach for companies seeking the next level of ROI.

The Teradata approach to business analytics unlocks the breakthrough value that your data has held captive for far too long. We help architect, design, and implement the right analytics solutions to deliver your desired business outcomes. We take a consultative approach to identify and deliver value. Our team of analytics business consultants can help you understand how to leverage data and analytics to solve common business challenges, such as fraud, churn, and customer acquisition.

We can help you discover and operationalize insights with our analytics business consulting, data science, and analytics solutions. We are committed to helping you identify those high-impact areas that map to leverage points against your businesses processes.

Strengthening the Global Supply Chain

One of the world's largest container shipping companies spends more than $1B per year relocating empty containers—improving this through better supply chain operations could dramatically reduce operating costs across the business. Using the IoT, data, and analytics, the company developed a three-pronged strategy to strengthen its global supply chain. They equipped refrigerated containers with sensors to continually monitor temperature, carbon dioxide, and oxygen to keep goods cool; they used the sensors to more easily identify empty containers for better routing and refilling; and they digitalized their fleet of global assets for fuel economy and voyage optimization.

The end result: $100M saved with even greater savings opportunities to come from an optimized supply chain.

Ecosystem Architecture Consulting

We simplify and help you build the optimal analytical ecosystem

We know you can be overwhelmed by the complexity of options when it comes to deciding on what architecture to use. We get it—architecture is *not* the first thing on the minds of business leaders. To begin, there are often way too many options. Enterprise or open source? Fully-integrated or standalone environments? And where do we start?

Architecture matters more than ever. Why? Because no company can unleash its full innovative and disruptive potential—or even boost business outcomes—without a well-thought-out architecture. Our best-in-class ecosystem architecture consulting brings simplicity and insight to the process. Our consultants highlight the many options you have, pointing to the best choices to meet your specific analytics business objectives. To take full advantage of the right mix of technologies and diverse data types, the architecture must be precisely designed, strategically aligned, and flawlessly deployed within an ecosystem that enables advanced analytics.

Clear Path Forward

Teradata ecosystem architecture consulting provides clear and actionable roadmaps—designed with the business for the business. Because we believe every great business is empowered by a great architecture.

TERADATA

Hybrid Cloud Solutions

Our tailored cloud strategies and deployment plans put analytics everywhere it needs to be. Companies face tremendous pressure to deliver the lowest possible total cost of ownership that still can meet demand for analytics. You cannot afford to choose wrong or unproven technology. You want high-performance, flexible deployment options that take advantage of cloud and hybrid computing.

That's where our hybrid cloud solutions come in. We leverage software, hardware, and services with the most flexible deployment options in the public cloud, managed cloud, or on-premises. As a leader in cloud solutions, we can fully manage your environment, help you do it on a cloud service of your choice, or provide a hybrid cloud solution that blends your on-premises and cloud environments, leveraging our portfolio of Teradata Database, Teradata Aster® Analytics, and Hadoop and open source.

Fighting Telecom Churn

A major U.S. telecommunication company struggled with high churn rates. They had trouble identifying the points along the customer journey when customers left. Looking at data inputs from across fourteen different channels and 3.5B individual events, we helped them bring it all together at scale to analyze different aspects of their data.

The end result: improving lift on their churn model by 25 percent by enabling them to make business decisions with their customers in mind.

Customer ROI Impact

Leveraging Teradata business consulting capabilities:

- A major electricity provider realized $64M in cost savings, gained insight about energy consumption, reduced the number of network outages, and improved customer satisfaction.

- With a more efficient supply chain strategy, a global container shipping company saved $100M and predicts even greater savings opportunities to come from an optimized supply chain.

- A leading global media and entertainment company improved by 30 percent its popularity model for online games, reversing significant customer churn.

- An Internet television network provider delivered 75 percent of viewings via personalized recommendations.

- A European engineering firm increased up-time and avoided unplanned downtime, leading to 99 percent on-time arrivals for trains.

- A leading retailer increased next best offers by $6 million.

- A health provider cut $10 million in costs by optimizing patient stay.

- A leading health insurer identified $34 million in fraudulent activity and was able to recover that back to the bottom line.

- A hardware retailer saw a 200 percent increase in customer spend.

TERADATA®

Teradata Everywhere™

Today's businesses face new analytics database requirements, including the ability to easily migrate across different deployment options, and support hybrid architectures using multiple procurement models. They also want to move their workloads to the cloud, where data is easier to consume and faster to scale.

Teradata Everywhere™ delivers on all these requirements and more.

Features at a Glance

Deployment flexibility
- Fully-featured Teradata Database
- Same database across platforms
- MPP scalability

Optimum data design
Co-locate with source data to minimize data movement and duplication.

Multi-system architectures

Cloud Bursting
Dynamic scaling capacity across multiple environments to satisfy business demand.

Cloud Data Lab
Drive business innovation and insight through a self-service analytics environment.

Cloud Disaster Recovery
Provide business continuity through enabling disaster recovery from on-premises into cloud.

With Teradata Everywhere,™ you can deploy your data flexibly, managing it as a service with cloud storage and hosting options, without compromising quality of service.

Teradata customers get greater flexibility and agility through a full scale-out version of the same Teradata Database traditionally only available on premises, now in a managed cloud, public cloud, or private cloud environment.

With Teradata Everywhere,™ it's fast and easy for you to access your analytics:

Teradata Database on Amazon Web Services
Where customers can go to the Amazon Marketplace, and click, buy, and launch an MPP environment in minutes.
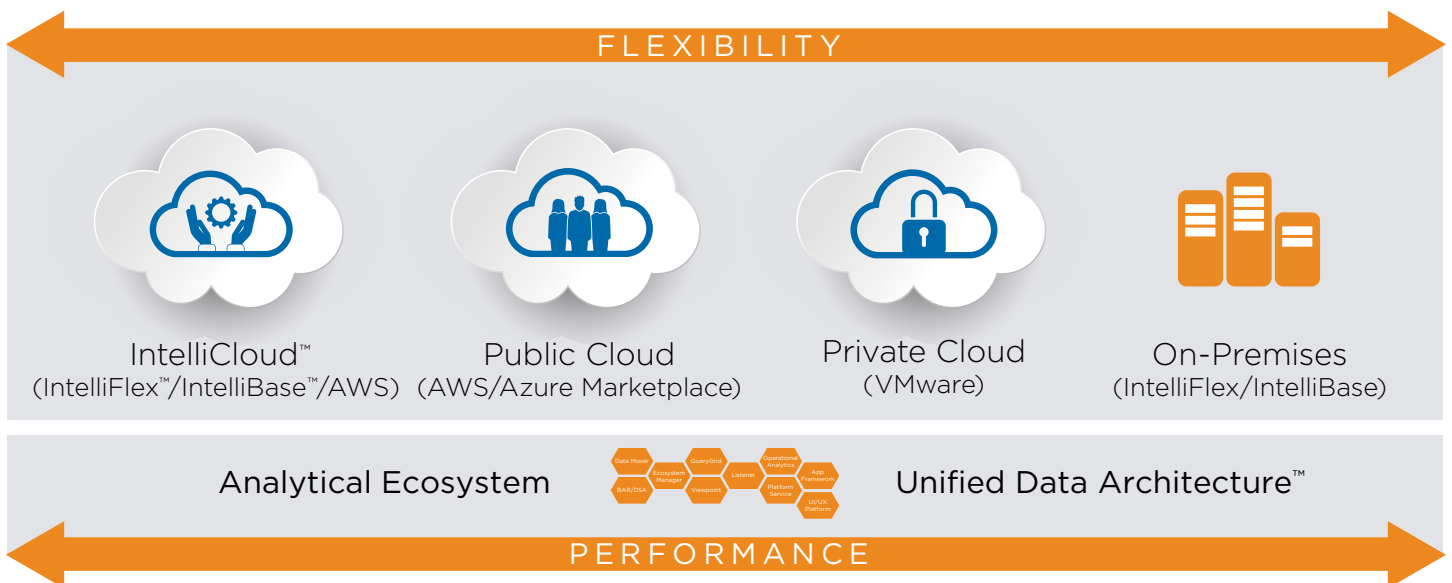
Teradata Database on Microsoft® Azure®
Where Teradata offers the scale-out version of our Teradata Databases.

Teradata Database on VMware virtualization software
For customers who want to install our full-featured software on their own hardware.

Teradata Database on Teradata IntelliFlex™
Our latest platform and the backbone of our on-premises solution. Teradata Database takes full advantage of the IntelliFlex platform, which offers independent scaling of processing power and storage capacity, advanced in-memory computing, and reduced downtime for system expansions.

FLEXIBILITY

IntelliCloud™
(IntelliFlex™/IntelliBase™/AWS)

Public Cloud
(AWS/Azure Marketplace)

Private Cloud
(VMware)

On-Premises
(IntelliFlex/IntelliBase)

Analytical Ecosystem   Unified Data Architecture™

PERFORMANCE

Teradata Everywhere™ Teradata provides deployment flexibility across a hybrid cloud architecture.

TERADATA®

Teradata IntelliBase™

Our compact, fully-integrated environment for data warehousing, iterative data exploration and advanced analytics, and low-cost data storage. The versatile cabinet enables a mixture of Teradata, Teradata Aster Analytics, and Hadoop nodes to meet customers' work-load requirements—all installed into a single cabinet to preserve valuable data center floor space.

With these offerings, we're providing the broadest spectrum of performance and capabilities in the marketplace. Our customers are the big winners as these capabilities, powered by the cloud, speed time to value, save costs, and encourage analytics use company-wide.

Partnering Together

Our partners help us stay ahead of the innovation curve while ensuring our customers achieve transformational business outcomes. We work together to develop best-of-breed business, architecture, and technology solutions, and uncover new customer insights over countless channels and interactions. Our partners are a critical part of our innovation ecosystem—helping us unleash the full potential of great companies through data and analytics.

A few Teradata partners:

- Accenture
- Amazon Web Services
- Capgemini
- Cloudera
- Cognizant
- Deloitte
- Hortonworks
- IBM Global Business Services
- Microsoft
- SAS
- Tableau
- Wipro

Ensuring On-time Train Arrivals

An engineering company wanted to make traveling by high-speed train more attractive than flying. Focusing on their high-speed train between Madrid and Barcelona, they relied on big data and their predictive maintenance model to uncover mechanical issues before an actual breakdown. As a result, they could achieve a 99 percent on-time arrival rate, guaranteeing passengers would never be delayed more than 15 minutes or they'd receive a full refund.

The end result: driving a business model that has claimed 60 percent of airline customers taking the same route, representing $100M in opportunity gained.

Redefining What's Possible

With nearly 10,000 employees worldwide, Teradata is a world-class company with one focus—to unleash the potential of great companies. Our end game and yours is to achieve high-impact business outcomes through analytics. We will design the right architecture to not just advance your business, but to operationalize it at scale, so you can put your data to work to drive broad-based sustainable improvements across your business.

As trusted advisors for analytics, we will continue to give our customers the most agile solutions to solve the most critical business problems and achieve powerful business outcomes. Ready to leverage data and analytics to redefine what's possible? Teradata is ready to help drive your business forward.

TERADATA

Teradata Today

- ~1,400 customers in 77 countries

- ~10,000 employees, more than half consultants—data strategists, data scientists, and analytics experts

- Market Cap: U.S. $4 Billion+

- Fortune: Top 10 U.S. Software Company

- A leader in Gartner 2017 Magic Quadrant for Data Management Solutions for Analytics

- A leader in The Forrester Wave™: In-Memory Databases, Q1 2017

- A leader in The Forrester Wave™: Real-Time Interaction Management, Q2 2017

- A leader in The Forrester Wave™: Big Data Warehouse, Q2 2017

- Ventana Research Technology Innovation Award for Teradata Everywhere™

Committed to Diversity, Community, and a Sustainable Future

As a global, inclusive company, Teradata is fully committed to diversity and the highest standards of integrity and ethics. Through our community relations program, Teradata Cares, Teradata employees are given time off to contribute to our communities and are encouraged to volunteer with local charities four days per year. Since launch in May 2008, employees have served more than 100,000 volunteer hours.

Teradata promotes a culture of corporate social responsibility within our organization and throughout our extended business ecosystem of customers and partners.

We are consistently ranked among the world's most ethical and sustainable companies:

- Named "One of the world's most ethical companies" by Ethisphere Institute for seven consecutive years.

- Named to Dow Jones' World Leaders in Sustainability index for six consecutive years.

- Named to Newsweek Green Rankings' Top 250 companies for two consecutive years.

- Named to FTSE4Good, the equity index, having met stringent environmental, social, and governance criteria.

Teradata World Headquarters
10000 Innovation Drive
Dayton, OH 45342 USA
For more information, visit **Teradata.com**

TERADATA.