

TERADATA AND ORACLE



A WORLDWIDE PARTNERSHIP TO GROW YOUR ENTERPRISE

Connecting Data, Operations, and Strategy

Companies worldwide have come to understand just how much enterprise performance depends on effective data management. Without information that is high-quality, comprehensive, and timely— and technologies that effectively deliver it to all levels of the business—enterprise performance suffers. Companies looking to significantly improve performance must ask and answer some hard questions about their business including: What do I need to know about my business, customers and vendors? How can we connect changes to our strategic plans to day-to-day operational goals? How do we empower business users, from executives down to front-line clerks, with insight into performance drivers?

The Teradata and Oracle alliance helps companies address these types of questions by delivering insight that leverages the strengths of the Teradata Unified Data Architecture™, Oracle Business Analytics and Oracle Data Integration solutions. Teradata and Oracle together help leading companies around the world gain insight from both structured and unstructured data, making it available when needed to meet business requirements.

The Teradata and Oracle alliance offer cohesive capabilities that deliver:

- ~ Powerful decision support to all levels of the organization
- ~ A consistent vision of dependencies among functional areas

PARTNER SNAPSHOT

Teradata, a global leader in analytic data platforms, marketing and analytic applications, and consulting services, helps organizations know more so they can do more of what's really important. Visit Teradata.com.

ORACLE® Oracle engineers hardware and software to work together in the cloud and in your data center. For more information about Oracle (NYSE:ORCL), visit www.oracle.com.

- ~ The ability to leverage a 360 degree view of the business
- ~ Insights that enable proactive solutions to critical challenges and opportunities

Alliance customers gain a single view of their business that aligns front-line decisions with strategic imperatives. Companies in industries including financial services, transportation, consumer goods, and manufacturing have exploited these capabilities to drive bottom-line results and significant competitive advantage.

ADDRESSING THE PROBLEMS

Businesses seeking competitive advantage struggle to gain valuable insight from traditional as well as new, diverse data types (e.g. ERP, web, social media, machine generated) and associated increases in data volumes. This impacts the ability to make appropriate business decisions that drive operational efficiency and support smart actions in areas including risk, fraud, finance, marketing and customer relations. In the drive to equip business users to make fully informed decisions, companies must ensure that data is available and accessible from the right platform at the right time, via the right business analytics tools that enable the necessary analysis. Many leading IT departments are acquiring this capability by consolidating as many BI and data integration tools and applications as possible via a shared data platform.

The Teradata and Oracle alliance helps joint customers reduce deployment and implementation costs and attain a truly integrated view of the business through the following components:

- ~ **The Teradata Unified Data Architecture™**, an integrated solution leveraging the complementary values of Teradata, Teradata Aster, and open source Hadoop to align the appropriate technology to the specific analytic need.
- ~ **The Teradata Database** offers a single, integrated view of all enterprise data across all relevant domains, including finance, operations, customers, and inventory.
- ~ **Oracle's Data Integration and Business Intelligence technology** is optimized to leverage the Teradata Unified Data Architecture™ components, meaning you can quickly and reliably integrate data and view it through a robust Business Intelligence platform.
- ~ **Teradata's scalable workload specific platform family** provides access to all relevant data needed to

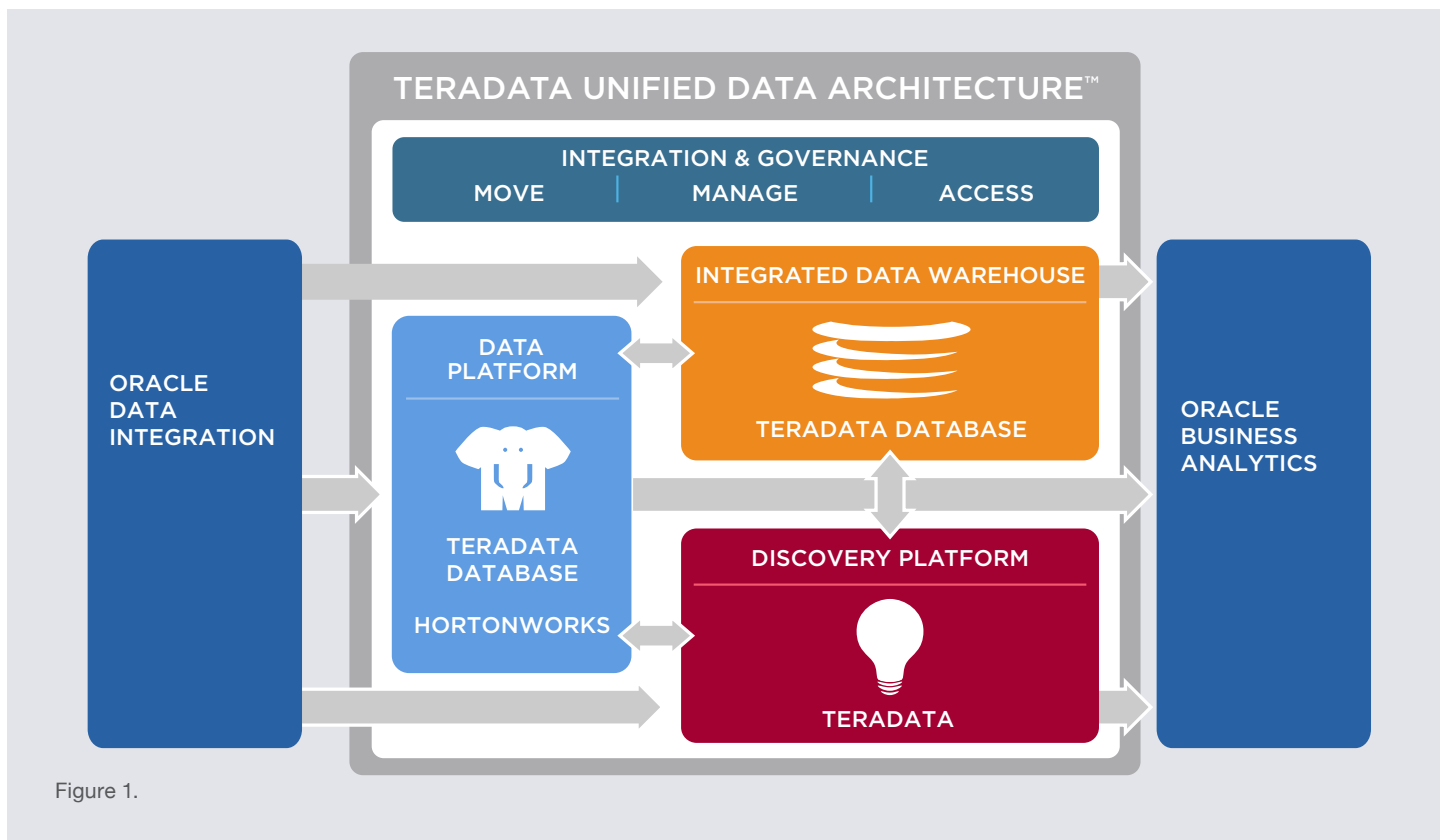


Figure 1.

build plans and track progress against them—at levels appropriate to executives, power users and front-line employees.

- ~ **Oracle’s Business Intelligence and Enterprise Performance Management tools** work with the Teradata system so you can create consistent reports, metrics, and dashboards improving separate business units’ ability to coordinate and collaborate on decisions and actions.

THE ALLIANCE FUNDAMENTALS

The Teradata and Oracle Alliance is powered by a shared commitment to deliver high value to our joint business intelligence and data integration customers through optimal integration of our technologies. Driven by a joint roadmap defining product integration, optimization and certification between our technologies, and dedicated resources spanning each company’s engineering organizations, we have delivered capabilities such as:

- ~ Oracle Business Intelligence Enterprise Edition’s (OBIEE) generation of Teradata specific SQL, leveraging more than 100 Teradata functions and

supporting key Teradata Database capabilities such as Temporal and Geospatial analytics. OBIEE is also integrated with Teradata Aster to support Big Data Analytics and Reporting.

- ~ Optimized data models and enhanced data loading for customers deploying Oracle BI Applications on Teradata Database.
- ~ Accelerated data access for Oracle Essbase users through the support of the Teradata Parallel Transport API for high performance data movement between Teradata Database and Essbase.
- ~ Enabling end users with the most current analytic data by leveraging Oracle Data Integrator and its Teradata optimized Knowledge Modules, as well as Oracle GoldenGate for real-time data loading into Teradata.

We are also committed to enabling our customers to successfully implement Oracle and Teradata technologies together.

- ~ Teradata offers skilled consultants with deep knowledge of these technologies to assist in deployment and optimization of the integrated solutions.

- ~ The Teradata and Oracle BI Community of Interest initiative offers educational and networking opportunities to our joint customers. This program enables peer-to-peer sharing and allows members to obtain best practice insights on the use of Oracle BI and Teradata products.

REAL RESULTS FROM REAL CUSTOMERS

Worldwide hundreds of companies in many different industries already benefit by combining Teradata and Oracle technologies. Among them:

- ~ A major healthcare company using Oracle BI Applications with Teradata improved the ability of over 5000 sales people to more quickly analyze their customer requirements and take action on sales opportunities.
- ~ A leading transportation company reduced the length of its financial forecast update process using Oracle Essbase and Teradata from one week to three hours; in addition, managers can now get next-day access to financial results.
- ~ A major European Telecommunications Company supports key business functions such as Marketing, Revenue & Campaign Management, and Finance with information delivered to Teradata using Oracle GoldenGate with Near Real-Time Replication from 27 data sources.
- ~ A major manufacturer implemented a customer services dashboard solution built using OBIEE and Teradata, improving customer service productivity by 10 percent by the elimination of unnecessary reports.

FOR MORE INFORMATION

To find out more about how the Teradata and Oracle partnership can improve your enterprise performance management, contact your local Teradata representative or visit Teradata.com/partners/Oracle-Corporation.

“Bolstered by our well-established joint engineering relationship with Oracle, this alliance is delivering both performance and value to our joint Teradata and Oracle Business Intelligence customers. Our alliance engineering resources, along with Teradata Professional Services consultants and system integration partners, are working to deploy next-generation BI capabilities with OBIEE. We are helping joint customers improve their ability to effectively manage new data types and improve the performance of their complex BI environments.”

Scott Gnau, President, Teradata Labs.

TOP FIVE IT MANAGEMENT ALLIANCE BENEFITS

1. Improved data visibility (from Oracle Business Intelligence tools and applications down to robust, cross-functional detail in Teradata) increases user base satisfaction
2. Advanced product integration enables the optimal use of your investment in Oracle Business Analytics, Oracle Data Integrator, Oracle GoldenGate and Teradata technologies
3. Proven scalability to support thousands of Business Intelligence users
4. Simplified IT infrastructure achieved through combination of the Teradata Unified Data Architecture™ with various Oracle Business Analytics, Oracle Data Integrator and Oracle GoldenGate technologies
5. Significant cost reductions achieved through elimination of data marts and associated maintenance



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