

Big Data Apps Speed Time to Value for Analytics and Discovery

BIG DATA ANALYTICS



New Teradata Offering Extends Access to Big Data Analytics Across the Enterprise

In nearly every industry, business leaders have begun leveraging big data analytics and discovery to deliver outstanding customer experiences, improve customer acquisition and retention and create significant revenue opportunities. One prominent example is the way retailers use insights from big data initiatives to create more effective targeted marketing campaigns that dramatically improve customer engagement.

Yet despite some initial successes and follow-up investments in the necessary technologies, many companies struggle to get full value from big data. The reasons include:

Complexity

Most implementations require data scientists and unstructured language programmers with command of advanced programming techniques, complex algorithm development, and the ability to work with unconventional data types at scale. Such experts are hard to find. The McKinsey Global Institute has estimated that the United States faces a shortage of 140,000 to 190,000 advanced analytics experts and of nearly 1.5 million managers with the skills to understand and make evidence-based decisions rooted in big data analysis.

Siloed Analytics

Big data implementations usually demand access to data from diverse departments and systems, but the siloed nature of data storage hampers such access. When companies answer questions specific to only one department—when they fail to include holistic, cross-company views into customer behavior—they sacrifice the potential for more reliable, higher impact insights.

Delays

The complexity and siloed analytics can cause hours-, even daylong delays in getting answers for mission-critical questions. The time lag is a source of enormous frustration throughout organizations, especially at a time when users expect rapid, self-service access to information they can easily understand prior to engaging customers.

Introducing Big Data Apps from Teradata

To close the skill gap and significantly reduce the complexity of big data implementations, Teradata, the leader in big data analytics and discovery, is introducing a truly disruptive solution. Big data apps capture best practices for big data analytics in customizable, prebuilt templates that allow you to:

- Rapidly accelerate time-to-value for big data analytics, from implementation to insight discovery.
- Lower the total-cost-of-ownership for big data technology.
- Create self-service access and actionable insights for users throughout your enterprise, while strengthening organizational reliance on evidence-based decision-making.

The Offering

Big data apps are industry-focused, analytical app templates that are scalable, flexible and built on widely accepted best practices. Thanks to an appealing, easy-to-use graphical interface, a wide range of enterprise users can focus on using the interactive framework to deliver metrics, charts, graphs, figures, and other visualizations that help create business value.

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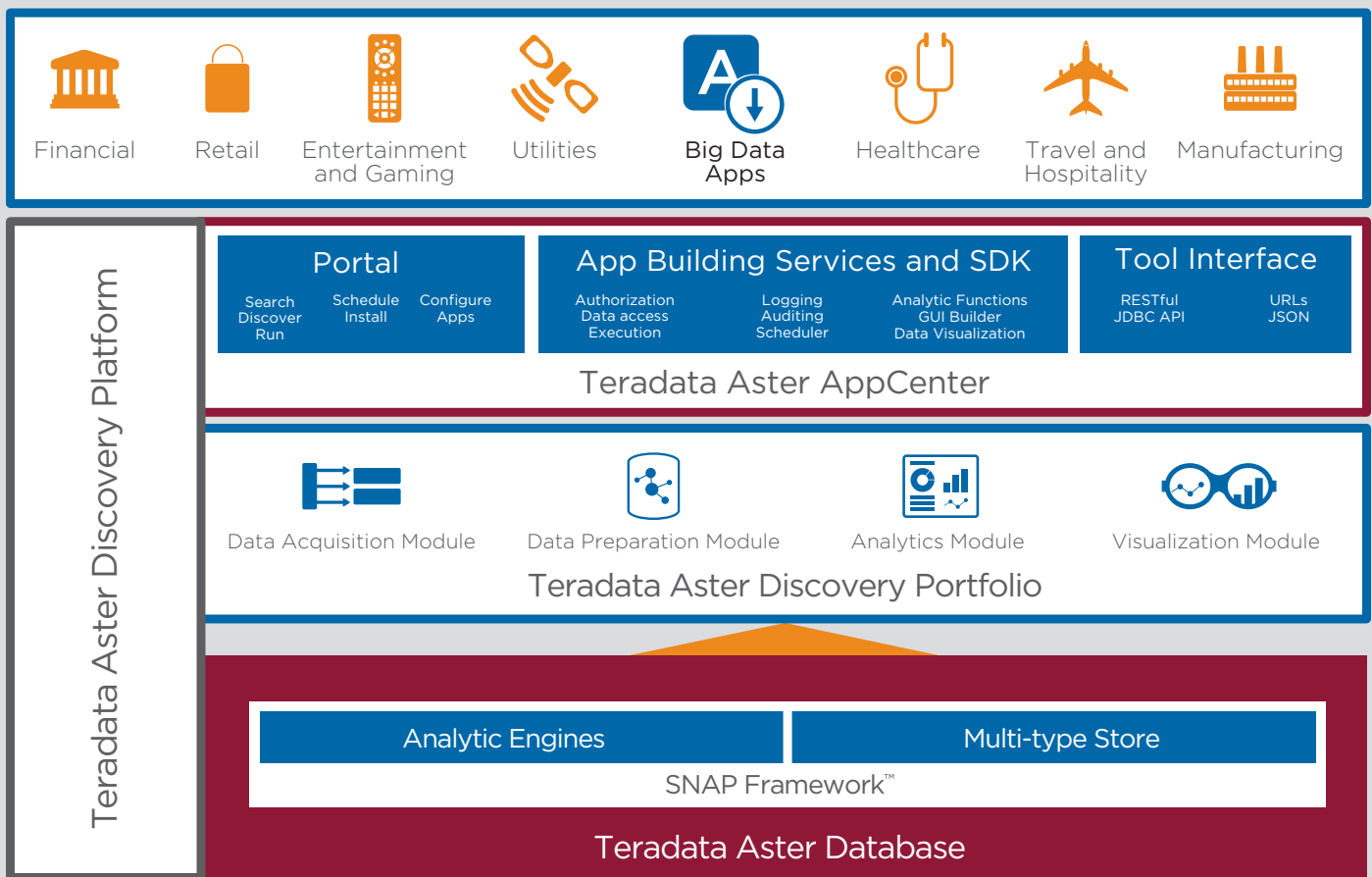


Figure 1. Teradata Aster Discovery Platform.

The end-to-end stack of technology and services includes:

- Teradata Aster Discovery Platform, which features workload specific analytic engines, data stores, a unified SQL interface and more than 100 pre-built analytics for the entire app building process, from data acquisition to data preparation, analytics and visualization.
- Teradata® Aster® AppCenter (AppCenter), a web-based solution that powers the building, deploying and usage of interactive big data apps. In AppCenter:
 - **Data scientists** can capture program logic in apps allowing collaboration, sharing and reuse with colleagues.
 - **IT** can easily set up, manage and organize apps within the AppCenter portal.
 - **Business users** can easily visualize and interact with results.
 - **End users** can easily consume and run big data analytics and discovery apps—without assistance.
- The industry-focused, pre-built analytical apps answer specific business questions and are available for a number of industries, including consumer finance, entertainment and gaming, healthcare, manufacturing, retail, telecommunications, cable, travel and transportation. They address use cases that range from customer churn, financial fraud and paths to purchase to manufacturing optimization, market baskets, network influence and many more.
- To accelerate implementation and configure the templates to your specific needs, Teradata Professional Services partners with you to incorporate the program logic, schema, visualization, security and access interface in the templates.

1. Configure the App

Teradata Professional Services will work with you to configure the big data apps of choice to your data and specific requirements.

2. Run the App

A variety of users can simply run or schedule the app for a future run. Prior to running the app, you can add a report title, change parameter values, select visual output choices, create custom filters and more.

3. Discover Game-Changing Insights

Interact with results through compelling visuals and start operationalizing the insights—or iterate for more insights by changing the parameters and rerunning the apps.

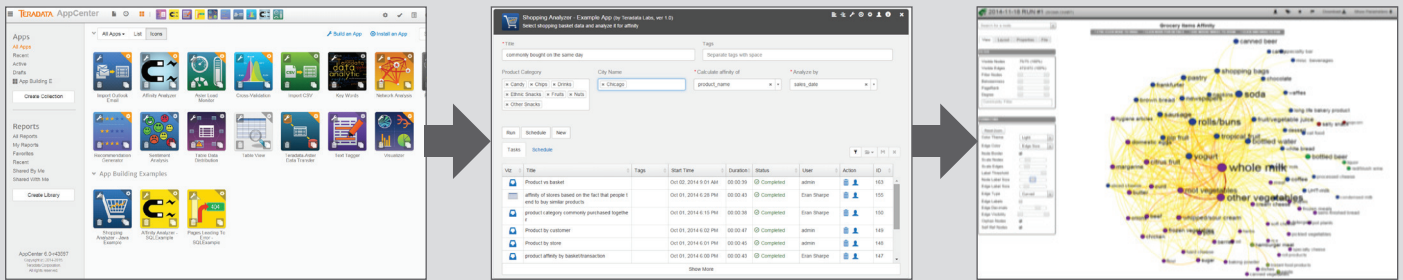


Figure 2. Three steps to self-service big data analytics and discovery.

How It Works

In essence, big data apps make big data analytics and discovery as easy as 1-2-3.

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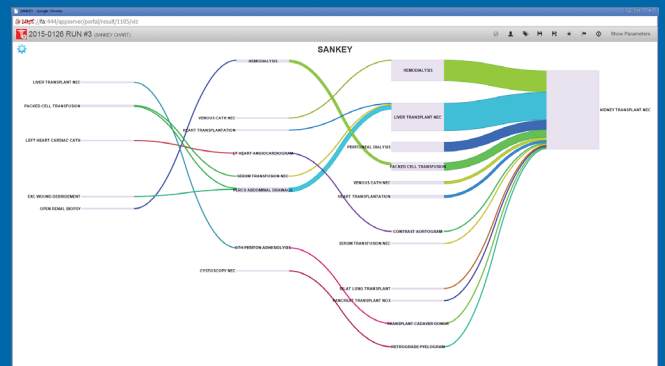
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A Use Case: Big Data Apps for Healthcare

The Healthcare app—Path to Surgery—leverages patient records and procedural codes to determine the sequence of events that precede a major surgery. Analysts can run this app to predict which individuals may or may not require a specific procedure and discover preventive measures that avert invasive surgery and achieve better patient outcomes.



Speed and Ease-of-Use Make All the Difference

Businesses today understand there is a clear line of sight between the need to build and maintain close relationships with customers and the ability to gather, access, analyze and make use of all types of data.

The next big leap in realizing that potential is the ability to democratize the use of big data analytics and discovery throughout the organization—to make those processes as easy and fast to use as tapping an app on a smartphone.

Big data apps from Teradata represent an innovative step forward in this evolution, one that builds the foundation for an ever more prosperous future.

For more information, visit Teradata.com/big-data-apps

About Teradata

Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Visit Teradata.com.

Wireless Carrier Breaks New Ground

A large, US-based, wireless carrier believed it could better manage churn and improve customer service and profitability by delivering an omni-channel experience for its customers. The company understood that to reach those goals it would have to master the management of massive data volumes and a vast array of multi-structured data from multiple sources.

Seeking a scalable, agile, easy-to-use solution that would leverage its existing technology investments and company skill sets, the carrier chose big data apps powered by Teradata Aster AppCenter. With the help of a Teradata Professional Services team, the carrier was quickly able to:

- Analyze multi-channel customer interaction data
- Transition from “batch-and-blast” to “customer interaction” driven analytics
- Access rich analytics that were impractical with SQL alone

The results to date include:

- Improved customer communications and service
- Savings in valuable call center cost and time
- New operational efficiencies that deliver significant cost savings while capturing new revenue

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