TERADATA

PROFESSIONAL SERVICES

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TERADATA SOLUTIONS METHODOLOGY

PROFESSIONAL SERVICES

No one knows more about the complexities, rewards, and risks of data analytics than Teradata®. More than 5,000 associates in more than 75 countries have successfully delivered data analytics solutions to our diversified customer base of more than 2,500 businesses and government entities worldwide. Our Professional Services team of skilled and dedicated professionals averages more than 15 years of experience. All Teradata associates are masters of solution development, knowledgeable in the industries we serve, and are relentless in their commitment to solving your business and information challenges.

For more than 35 years, our implementations of the world's most successful data analytics solutions have brought us another distinct advantage: an array of best practices.

This proven approach to data analytics relies on integrated processes, customized tools, and quantifiable metrics that demonstrate quality and value during each phase of the data analytics lifecycle.

Teradata Solutions Methodology brings you peace of mind and confidence—confidence that your data analytics project will come in on time and on budget, and confidence that it will support your future business growth. This methodology is used to synchronize all the components of a data analytics project. Strategy definition, database design, analytical applications, end-user training, and other key processes are managed as part of a larger project, not separate projects left for you to coordinate. Projects are planned and executed in a way that maximizes financial return by accelerating appropriate development cycles and decreasing time to market.

QUICKLY REALIZE ROI

The rewards of data analytics are too great to risk using unproven approaches. The financial impact of delays and rework goes well beyond the cost of the project and includes missed or delayed business opportunities that were the original justifications for your project. The challenge of integrating data from disparate systems to develop an environment capable of handling unknown queries and changing business conditions can be quite complex. In order to manage these complexities, while building confidence in the data and achieving results, Teradata Solutions Methodology defines your project at a very granular level. It then defines the sequence of activities to leverage maximum use of previous investments in resources, applications, and systems.

Teradata Solutions Methodology helps you visualize the entire data analytics project, including the detailed and often complex interrelations among activities, resources, and deliverables. With the integration of Teradata Project Management, the Teradata Solutions Methodology provides a visual framework to plan and execute your data analytics project in a way that mirrors how you run your project. The methodology looks at projects in the familiar phased approach, but it acknowledges that pieces of the project could be in different phases at different times throughout the project based on resources, skill sets, and critical prior work. This approach promotes flexible planning models and efficient use of scarce resources. Process flows of various workstreams, including Requirements, Analytic Architecture, Semantic Logical and Physical Data Modeling, Data Integration (Acquisition Layer, Integrated Data Layer, Materialized Access Layer), and many others, cross the natural phases of identification, analysis, design, development, deployment, and improvement. Teradata Solutions Methodology groups

THE PATENTED, PROVEN TERADATA SOLUTIONS METHODOLOGY FOR BUILDING A DATA ANALYTICS SOLUTION OFFERS OUTSTANDING BENEFITS INCLUDING:

- Reduces data analytics project risk.
- Offers flexibility through customizable methodology.
- Maximizes productivity through processes, dependencies, templates, and examples for implementation use.
- Improves data analytics project quality.
- Ensures consistency and timeliness of data analytics projects.
- Improves the delivery quality of data analytics projects.

project activities into phases. Phases are usually time-based and often occur in sequence. Teradata Solutions Methodology defines these phases:

Identify
This phase is where Teradata works with you to identify business opportunities. With services that examine your enterprise, Teradata identifies the specific opportunities with the greatest ROI potential.

Analyze
This phase analyzes the business and technical requirements to further define the deliverables and the interfaces needed

Design
In this phase, the core design is completed for the data analytics solution, its applications, and any infrastructure deliverables. In addition, training and testing are also developed.

Develop
In this phase, the physical system is assembled, the data analytics programs are developed, and the applications are developed. The solution is tested and integrated with other enterprise systems.

Deploy
This phase moves the tested environment into a production environment to be validated by the users.

Improve
This phase provides consulting services for lifecycle process improvements to the production environment. Everything from assisting with capacity planning, workload management, and performance to taking over the full management of your data analytics environment.

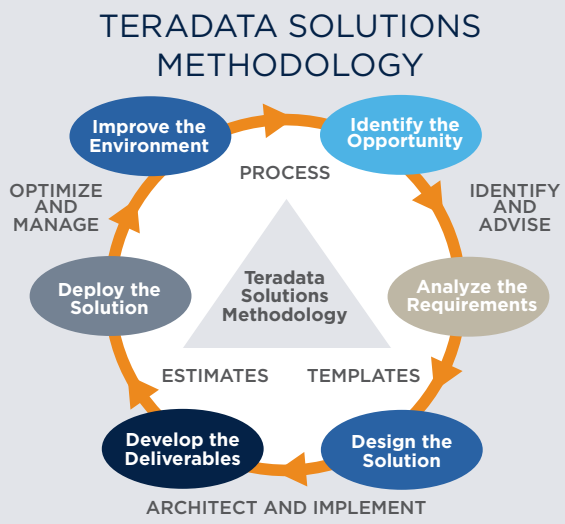

Figure 1. A full lifecycle development process.

THE TERADATA DIFFERENCE

Teradata offers a blend of data warehousing expertise and proven methodology that simply isn't available anywhere else.

Teradata Corporation brings you a complete solution based on a combination of best-in-class technology supported by the most knowledgeable consultants in the industry. Teradata Professional Services consultants can show you how to maximize your data warehouse investment by making the most of your current system and identifying new applications and opportunities.

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organizations collect, integrate, and analyze all of their data so they can know more about their customers and business and do more of what's really important.

To learn more about the benefits of the patented Teradata Solutions Methodology, contact your local Teradata representative, or visit **Teradata.com**.

Teradata Solutions Methodology (TSM) recently went head to head with some of the world's most innovative companies to compete for the coveted Technology Services Industry Association (TSIA) Vision Award. This award was conceived to recognize game-changing ideas in technology services that advance the industry and shape emerging trends. TSM was selected as a competition finalist in the Services Practitioner category.

10000 Innovation Drive Dayton, OH 45342 teradata.com

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