

THE TERADATA UNIFIED DATA ARCHITECTURE™ AND TABLEAU



GIVING ANY USER ANY ANALYTIC ON ANY DATA

A new generation of business user is upon us, and along with that business user comes a new generation of data. Real business challenges are being solved by bringing together the power of data with powerful business intelligence and visual analysis software. The questions today's organizations are asking of their data are far more sophisticated than those of yesterday, and the answers from that data are now delivered directly into the hands of the people who need them at speeds that were once unimaginable.

VISUALIZE THE DATA

According to IDC, it is estimated that in 2020 the world will generate 50 times the amount of data as in 2011 and 75 times the number of information sources. Helping people see and understand that data is critical to business success. Empowering users with the understanding of what information lies within today's giant sea of data will open new avenues to success for any company searching to solve big data challenges. Tableau Software's visual analytics enable that exact transformation to happen—from simply having data to being able to use the data to solve business critical problems.

EMPOWERING DECISIONS

As the data around the world continues to grow, so does its power. The power of big data is changing the

way we live each and every day. It is helping us tackle and solve real-world challenges by helping users make informed decisions from data that was once sitting idle. Big data analytics aims to maximize the value of big data to turn questions into answers and data sets into usable information.

Solving the challenges related to big data isn't simple. Complexity is the ultimate hurdle.

Today, semi-structured data, such as Web logs, XML, and Twitter feeds, join the structured or relational data found in typical databases. Unstructured data types—which in fact have a structure, but do not fit into a schema without pre-processing—such as images, audio, text, and PDF documents, further complicate the challenge big data represents. As the velocity at which data is generated continues to grow, it must be collected more frequently. Take the velocity, volume, and data type complexities and put them together with the market necessity for businesses to do more with their data, and you begin to see that everyday users have a big problem to tackle and ultimately solve.

Even though business executives agree that having the ability to gain value from their data is key to gaining competitive advantage, the truth is that a very small percentage of organizations are actually able to successfully extract that value. Where do we go from here?

MAXIMIZE YOUR DATA

It's no secret that traditional databases and traditional data warehouses are not able to manage all of today's data and that businesses want to unlock the data that is trapped in silos across their organizations. Gaining such a holistic view enables organizations to identify patterns, make unique associations, and ask the right questions about customers, customer behaviors, and products. Having a technology solution that integrates data stores, identifies behavior patterns, and draws meaningful associations will unlock the power of each of these systems by truly transforming the data inside into an unparalleled source of actionable business insight.

The Teradata® Unified Data Architecture™ integrates the Teradata analytics platform, Teradata Aster® Discovery Platform, and Apache™ Hadoop® technology into a cohesive and transparent fabric and brings together the business language of SQL, the extreme processing

PARTNER SNAPSHOT



Tableau Software (NYSE: DATA) helps people see and

understand data. Tableau helps anyone quickly analyze, visualize and share information. More than 13,500 customer accounts get rapid results with Tableau in the office and on-the-go. And tens of thousands of people use Tableau Public to share data in their blogs and Web sites. See how Tableau can help you by downloading the free trial at www.tableausoftware.com/trial.

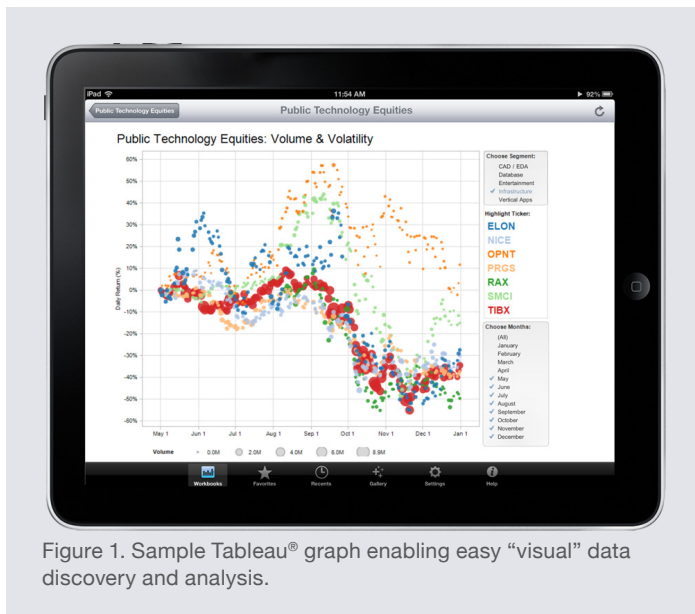


Figure 1. Sample Tableau® graph enabling easy “visual” data discovery and analysis.

power of MapReduce, and the big data residing in Hadoop to provide a unified, high-performance big data analytics system for the enterprise.

Today, with the Teradata Unified Data Architecture™, users can uncover competitive advantages through the unification and management of structured and unstructured data at the optimal cost, all while providing seamless integration with existing data warehouse environments and user skillsets. Creating this cohesive platform is achieved by integrating three key components:

Data Warehousing

As a market-leading analytic platform that provides strategic and operational analytics from a single source of centralized data, Teradata’s active integrated data warehouse is the foundation of the integrated data warehouse solution.

Data Discovery

The Teradata Unified Data Architecture™ leverages Teradata Aster Discovery Platform to uncover new patterns and relationships. Teradata Aster patented SQL-MapReduce®, provides pre-packaged analytics and applications for data-driven discovery accessible via SQL-based interfaces.

Data Staging

Although Hadoop is an effective, low-cost technology for data management—providing loading, storing, and refining data within the unified architecture—it is not designed to be an analytics platform. The Teradata Data Warehouse Appliance and the Teradata Extreme Data Appliance offer cost-effective storage and analytics for structured data.

THE POWER OF ANALYTICS

Teradata Corporation has partnered with Tableau Software to bring together the power of the world leader in data warehousing and analytics with the most powerful and flexible application for visually analyzing data. Together, these technologies enable users to maximize the value of their data with a business intelligence solution that provides cutting-edge analytics anyone can use in minutes and puts the power of data discovery and visual analytics directly in their hands.

Using Tableau to access, visualize, and analyze data within the Teradata and Teradata Aster Databases, users can quickly see and use data to answer timely and critical business questions while taking full advantage of the Teradata Unified Data Architecture™. Tableau connects directly to the Teradata data warehouse platform in seconds allowing any user the ability to rapidly analyze and iterate through an incredible breadth of data. Deployment with Tableau is as easy as a few simple clicks and once connected to Teradata Database or Teradata Aster, users can easily build visualizations while the Teradata platforms are leveraged to predictably answer Tableau’s optimized queries.

The Teradata Unified Data Architecture™ combined with the power of Tableau creates a unique opportunity for users to discover new insights and drive business growth.

ABOUT TERADATA

Teradata is the world’s largest company focused on analytic data solutions through integrated data warehousing, big data analytics, and business applications. Only Teradata gives organizations the advantage to transform data across the organization into actionable insights empowering leaders to think boldly and act decisively for the best decisions possible.

