WHY COMPANIES TAKE THE LEAP

ORACLE VERSUS TERADATA

Have you ever wondered why Teradata continues to be ranked No. 1 in data warehousing, or why so many Oracle data warehouse customers continue to migrate from Oracle to Teradata?

Oracle-based online transaction processing systems may be the established operational backbone of your company, but that doesn't mean that they are the best solution for data warehousing. The Oracle database wasn't originally designed to deliver the kind of deep analytic insight companies need for high-value business outcomes. That's why many companies are now turning to a Teradata® data warehouse solution. They're migrating away from the limitations of Oracle to a purpose-built, best-of-breed data warehouse solution that lets them achieve greater business value, faster than ever before.

Oracle data warehousing customers that have migrated to a Teradata solution have achieved the following:

~ Significantly reduced lines of code

~ Fewer job steps

~ Shorter load times

~ Faster ETL (extract, transform, load)

~ Better query and concurrent load performance

~ Far faster speed of development

~ Significantly lower total cost of ownership

~ Fewer IT staff needed for support

~ Significantly higher return on investment

~ Faster insight for a more agile business

Isn't it time to see for yourself why Teradata is the better choice for data warehousing? Teradata has everything you need to complete a successful migration: professional services, proven methodology, automated migration tools, data warehouse and industry specialists, and education designed for Oracle database administrators.

Learn more about why market-leading companies have made the choice to migrate. Visit **www.Teradata.com** or contact your Teradata account representative today.

Why Companies Move to Teradata

Company Needs	Oracle Limitation	Teradata Solution
Faster innovation	Complexity and manual efforts delay or sidetrack innovative new projects. IT staff is unable to deliver on service level agreements.	You can achieve greater business value faster with the ease of use, flexibility, and scalability you need to quickly add users, data, and capabilities.
More time for strategic projects	IT staff have little time for innovation when they are tied up with managing this complex, multitiered architecture.	Far easier management frees up your IT staff for other projects. You'll need fewer database administrators for daily operational tasks.
End user empowerment	End users are frustrated because they can't ask ad-hoc questions, are limited to certain types of queries, or can't access the data they need.	End users can ask any question, anytime, of all their data and get answers rapidly.
Single view of the business	Siloed data, multiple data marts, and redundant data can't deliver the holistic insight your company requires.	Users get a single, consistent view of the business for smarter, faster decisions.
Lower total cost of ownership	Management complexity and additional hardware, software, and storage needed to overcome performance deficiencies add up to higher infrastructure and management costs.	Greater performance and scalability plus superior manageability mean that costs are lower with a flexible and scalable platform.

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