

Teradata Data Mining Services

A comprehensive suite of data mining services from Teradata helps you to:

- > **Solve new classes of business problems with predictive and inferential analysis**
- > **Optimize your data mining environment using in-database data mining technologies**
- > **Increase return on your Teradata Warehouse investment by incorporating in-database data mining**
- > **Build data mining expertise within your organization**

What Is Data Mining?

Data mining is not a one-time event. It's a process - an ongoing evolution of discovery and interpretation. It's a process that uncovers new and meaningful patterns in your collected data, patterns you can use to address challenging business questions that require prediction and inference. And it's a process that demands a unique set of skills and resources.

Data mining also plays a pivotal role in maximizing the value of your Teradata solution. Analyzing huge volumes of historical data can deliver the knowledge you need from models built for prediction, estimation, and other inferences involving uncertainty. The result? More informed strategic business decisions and more effective interactions with individual customers.

The Power of Data Mining

Data mining experts guide tools that analyze huge amounts of data stored in

your data warehouse using pattern recognition technologies and statistical and mathematical modeling algorithms. Data mining's biggest benefit? The process reveals hidden patterns that can't be detected using traditional query and OLAP tools.

The Teradata Solution

Teradata's suite of Data Mining Services is a blend of technology, tools and expertise unavailable from any other source. But what truly sets the Teradata solution apart is our unique approach to mentoring and our optimal use of data warehouse technology. Rather than simply providing generic off-the-shelf services or support programs and then walking away, we'll work with you at every phase. We'll help ensure that you have the skills and resources needed to launch, maintain, and build a successful data mining practice.

By using Teradata Data Mining Services, you'll learn how to mine data and how to



integrate the process into your existing business procedures and technologies. That's because we bring data mining into your environment, using your Teradata solution and your existing practices. And, because we can leverage Teradata Warehouse Miner, which pushes data mining functions directly into your data warehouse, you'll see results quicker. It's a one-stop solution that leverages the technology you have today - and extends the scope of the business questions you can explore tomorrow.

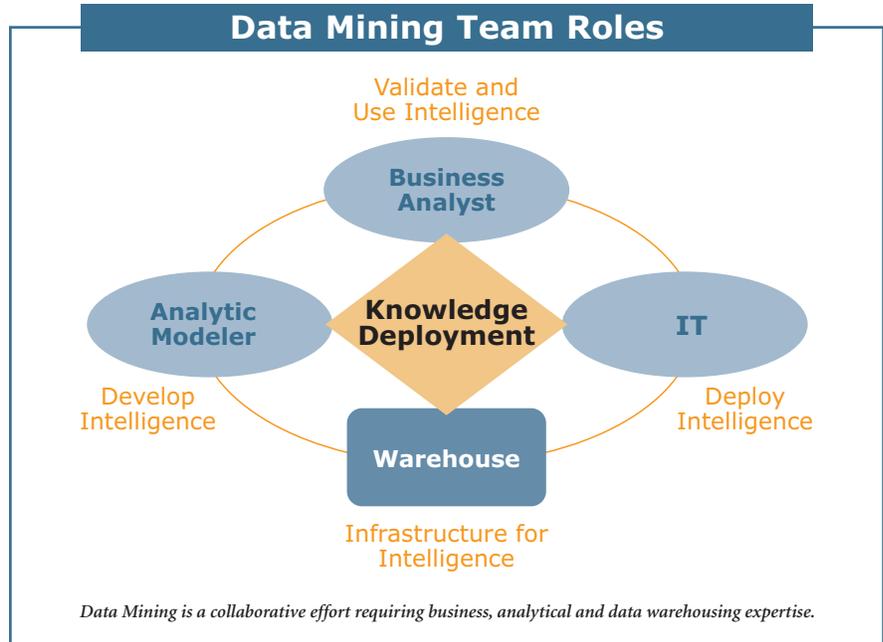
Teradata Data Mining Services bring much more than a carefully crafted set of suggestions about how to proceed through data mining projects. We'll show you how to identify and refresh models that may have decayed over time and how to build and extend others to answer new business questions. And we can also help you become a self-sufficient data mining organization - one ready to face the challenges ahead without the need for the all too common never ending consulting engagement.

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Success Begins With the Right Team

Teradata understands that often the biggest challenge in bringing data mining capabilities to an organization is developing the necessary skill sets for the data mining team. Again, our unique mentoring approach plays a pivotal role. We know, for example, that building these skills takes time and that, often, you must turn to outside consulting expertise to help develop skills that you may not have in-house. That's why we help you build a team with a wide array of necessary expertise, including:

- Business analysts champion every data mining project, identify and clarify business issues to be solved, and ultimately, own the results of data mining solutions.
- Information technology and data administration specialists need the skills to support data mining initiatives, to find and access data, as well as thoroughly understand the subtle idiosyncrasies of data structures and transformations. They also need application expertise to deploy the analytical models effectively and efficiently.
- Analytic modelers/data miners prepare the data for analysis, design and build useful models, and deploy models according to business objectives. The analytic modeler must also have sufficient expertise in statistics and data mining algorithms and in the practical application of that expertise to finding useful patterns in real business data.



Here's a closer look at the scope of Teradata Data Mining Services:

Teradata Data Mining Lab

The Teradata Data Mining Lab brings you and your data mining team together with expert analysts, developers and state-of-the-art technologies. We'll help to create a collaborative environment where you can learn new and better ways to use data mining to solve your unique business challenges - and increase profitability. It's a world-class asset for cultivating the expertise, method, services, and software needed for any successful data mining initiative.

The Teradata Data Mining Lab offers analytic model development services, as well as workshops:

Data Mining Proof of Concept

This focused first step lets you explore how - and if - data mining can help your business. It's a low-risk, low-cost introduction to our data mining services. In this phase, we'll use our hardware, software and expertise - and your data - to help define a business problem, cleanse the data, develop a corresponding model, then deploy that model against your data. As a result, you get a better understanding of data mining and a clearer view of how it can benefit your business.

Data Mining Engagements

The Teradata Data Mining Lab also helps you build custom analytical models to address your unique business issues. Everything from churn, acquisition and propensity to buy concerns to cross-sell

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Analytic Application	Business Question	Business Value
Customer Segmentation	What market segments do my customers fall into, and what are their characteristics?	> Personalize customer relationships for higher customer satisfaction and retention.
Propensity to Buy	Which customers are most likely to respond to which promotions?	> Target customers based on their needs and preferences which increases their loyalty to your product. > Increase campaign profitability by focusing on those who are most likely to buy.
Customer Profitability	What is the current and potential lifetime profitability of my customer?	> Make individual business interaction decisions based upon the overall profitability of customers.
Fraud Detection	How can I tell which transactions are likely to be fraudulent?	> Quickly determine fraud. > Take immediate action to minimize cost.
Customer Attrition	Which customers are at risk of leaving?	> Prevent loss of high-value customers. > Establish alternative strategies for relationships with lower value customers.
Customer Acquisition	Which of my prospects are most interested in my product and are likely to generate the highest revenue?	> Minimize cost and maximize revenue in acquiring new customers.
Propensity to Default	Which delinquent customers are likely to default?	> Reduce risk, exposure and collection cost. > Prevent offending high-value customers who present no credit risk.
Price Elasticity	How do I optimally price my products and services?	> Achieve revenue and profit goals.
Channel Optimization	What is the best channel to reach my customer in each segment?	> Interact with customers based on their individual preferences and your needs to manage costs.

Data mining enables you to address complex business questions by discovering previously unrecognized, but highly useful, relationships in your data.

and up-sell opportunities. Our data mining engagement service is a two-step process - a Business Opportunity Assessment and the development of an Analytical Model.

The first phase, gathering and validation, is a short-term, fixed-price process that determines the cost and schedule of executing the second phase. The second phase is the construction and delivery of the models and generally takes between six and eight weeks to complete.

Workshops

Data Mining Workshop

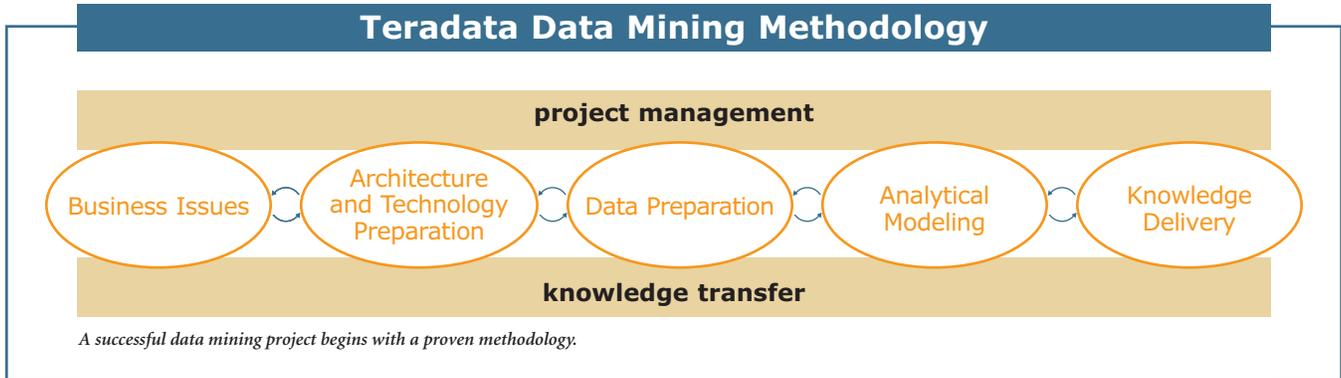
This comprehensive five-day orientation and training course combines academic insight and practical hands-on training. It offers a complete review of statistical terms and techniques, as well as the opportunity to work through an entire analytical modeling engagement using many hands-on exercises.

The Data Mining Workshop modules include:

- Data Mining Methodology
- Business Questions and Analytical Modeling
- Common Analytical Terms and Jargon
- Technology Verification
- Univariate Data Analysis and Transformation

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- Data Reduction, Scaling, Multivariate Transformation
- Building Analytical Models
- Applying Analytical Models

Teradata Warehouse Miner Workshop

This three-day intensive workshop includes time for training, consulting, and focusing on potential applications of Teradata Warehouse Miner in your environment. A substantial amount of time is spent working through hands-on exercises in these modules:

- Overview
- Applications
- Functions
- Descriptive Statistical Functions
- Transformation Functions
- Sampling/Partitioning Functions
- Reorganization Functions
- Complex Derivation Functions

- Reduction Functions
- Analytics, including multivariate stats and machine learning algorithms
- Scoring and Evaluation Functions
- Analytical Modeling Environment Maintenance Utilities

In addition, the Teradata Warehouse Miner workshop provides a consultant who helps you examine your environment, identify potential problems and determine strategies for moving ahead.

Tailored to Your Needs

Because we know that every business - like every data mining project - is unique, Teradata will tailor a solution to your requirements. That includes offering custom consulting engagements and organizing the content of both workshops - including the consulting time and the modules themselves - to best address the issues that concern you the most.

Why Teradata?

Because we have a 25-year history of providing analytical solutions that solve real-world problems. And because we've given companies just like yours the knowledge and technology to drive strategic and operational decisions and to create close, personal relationships with every customer.

Teradata also brings you a built-in foundation of industry knowledge, consulting expertise, global customer support services and world-leading hardware technology - a combination of strengths unmatched in the industry.

To Learn More

For more information about how Teradata Data Mining Services can help you make the most of your data warehouse, contact your Teradata representative or visit Teradata.com. For specific data mining capabilities, visit www.teradata.com/t/page/44097.

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