

Teradata and IBM Partner to Offer Best-of-Breed Data Management and Analytics Solutions

PARTNERS

Industry Leaders Unite to Deliver Maximum Value

In today's business world, information transformed into insight is the key to success. Yet information often lies buried in varied data formats and massive data volumes. Successful companies build technology architectures that:

1. Efficiently and cost-effectively capture, organize and integrate data flooding in from many directions, in a dizzying array of formats.
2. Effectively explore and analyze the data; then act quickly on discoveries and insights gleaned.
3. Anticipate and adapt nimbly to rapid and ongoing change.

Technology Partnerships Deliver the Best of All Worlds

Leading technology companies have long engaged in strategic partnerships because they understand the value that best-of-breed ecosystems deliver to their customers.

This explains the long and fruitful partnership between Teradata and IBM. For nearly two decades, Teradata has been collaborating with IBM in areas such as data integration and governance, business intelligence and predictive analytics to serve hundreds of joint customers worldwide, across industries.

Built on innovation, technological compatibility and proven success, this partnership continuously evolves. We strive constantly to enhance performance in well-established areas of collaboration and integrate additional solutions from our respective portfolios to offer you the best mix of technology to address your business requirements.

The Right Mix for Today's Environment

The Teradata Unified Data Architecture™ leverages the renowned Teradata Integrated Data Warehouse with the Aster Discovery Platform and open-source Apache™ Hadoop® to provide deeper insight, integrated access, ease of use and lower costs.

A variety of IBM solutions complement the Teradata UDA. This synergistic ecosystem offers you a full range of options for rapidly and reliably integrating disparate data into a central trusted source of information—and then using that data to drive business success.

Data Integration and Governance with IBM InfoSphere Information Server

Information Server quickly understands, cleanses, transforms, and delivers data into Teradata, on premise or Cloud, and other platforms, such as Hadoop, in a balanced, scalable and flexible manner. Leveraging Information Server across the UDA drives costs down and delivers faster time-to-value while ensuring higher data quality and effective data governance.

Business Intelligence with IBM Cognos

IBM Cognos BI delivers a full range of capabilities, including query and reporting, analysis, dashboards and scorecards that can be executed directly against data in the Teradata Warehouse, on premise or Cloud, the Aster Discovery Platform, on premise or Cloud, or with data sourced from these systems. Together, Teradata and Cognos BI offer you flexibility and choice to ensure you obtain the insights you need when, where and how you need them. Cognos TM1 can also extract data from Teradata and return new data from analyses conducted in-memory, thus enriching and also preserving the integrity of the data you entrust to Teradata.

Predictive Analytics with IBM SPSS

Teradata and IBM SPSS provide an integrated, optimized and scalable predictive analytics platform that enables you to anticipate risks and uncover key business opportunities. IBM SPSS Modeler's extensive in-database analytics and scoring capabilities leverage the unsurpassed processing power of Teradata, minimize data movement, improve performance and decrease costs.

Data Security with IBM InfoSphere Guardium and Optim

IBM Data Security and Privacy solutions help you ensure regulatory compliance and defend against both internal

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and external attacks. These solutions include: Guardium Vulnerability Assessment and Data Activity Monitoring, which protects data in your Teradata Warehouse and Aster Discovery platforms, and; Guardium Data Encryption, which safeguards data in Teradata.

Optim provides Data Lifecycle Management solutions that efficiently and reliably manage data from requirements to retirement across applications, databases and platforms. These solutions can boost performance, lower costs, and improve governance for Teradata Warehouse users.

Enterprise Hadoop for Big Data with IBM BigInsights for Apache™ Hadoop®

IBM BigInsights for Apache Hadoop can be incorporated into the Teradata UDA as a data platform for fast data loading and availability, filtering and processing, and online archiving. IBM offers a Sqoop Connector that leverages the Teradata Connector for Hadoop (TDCH), enabling high-speed data movement between Teradata and BigInsights. QueryGrid™ integration between both the Teradata and Aster databases with BigInsights/BigSQL is coming soon.

Stream Computing with IBM InfoSphere Streams

IBM InfoSphere Streams is a highly scalable and powerful analytics platform that can be added to the UDA for real-time processing of data in motion. Streams enables users to perform analytics on the fly, then, aggregate this

data in Teradata and/or Aster to perform a deeper and broader range of advanced and predictive analytics.

Enterprise Marketing Management with IBM Campaign

IBM Campaign (formerly Unica) is the campaign management component of IBM's Enterprise Marketing Management portfolio. Leveraging the power and performance of Teradata, IBM Campaign enables users to quickly and cost-efficiently design, execute and measure customer-driven communication strategies across channels, online and offline. IBM Campaign sources user data from Teradata Warehouses and pushes the processing in-database, allowing Teradata to do more of the heavy lifting in campaign management flows.

Business Success Relies on Technology Partners

Your ability to glean the most relevant and timely insights from the massive amounts of data at your disposal requires a technology ecosystem built with best-in-class components by industry leaders who collaborate in your best interest.

To learn more about how Teradata and IBM are collaborating in your best interest, visit:

Teradata.com/partners/ibm.



Key Joint Customers

More than 500 customers worldwide across industries use IBM solutions with Teradata. They include:

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|----------------------------|--------------------------------|
| Air France | Kelly Services |
| American Eagle Outfitters | Commonwealth Bank of Australia |
| Caesars Entertainment | DirectTV (US, Argentina) |
| Qantas Airways | Discover Financial Services |
| Royal Bank Financial Group | DnB |
| Ruby Tuesday | IF Insurance |
| Sabre Holdings | China Mobile Pakistan |
| SingTel Optus | Manitoba Lotteries |
| Southern California Edison | Telefonica de Espana |

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