



Teradata AppCenter Enables Self-Service Analytics and Discovery for the Entire Enterprise

Deriving value from data analytics and discovery across a company is among the most important success factors in today's economy, regardless of industry. The consensus of leading analysts and executives is that enabling self-service and reuse within analytical environments are critical factors for success. The ability for users to rapidly develop and share analytics across the enterprise is becoming a necessity in today's analytical environments.

Teradata AppCenter provides a self-service environment that enables the easy creation and reuse of analytics. It is composed of numerous prebuilt features that allow Data Scientists and developers to build, share, and deploy analytics with AppCenter. Non-technical users can run apps, visually study results, and share insights. The apps are easily accessed and deployed on-premises or in the cloud.

What is an App?

An app is a short-lived process that queries data from a data system and returns a result; it optionally generates a visualization, stores results in the AppCenter for viewing, and can run repeatedly with consistent results (See image, page 2).

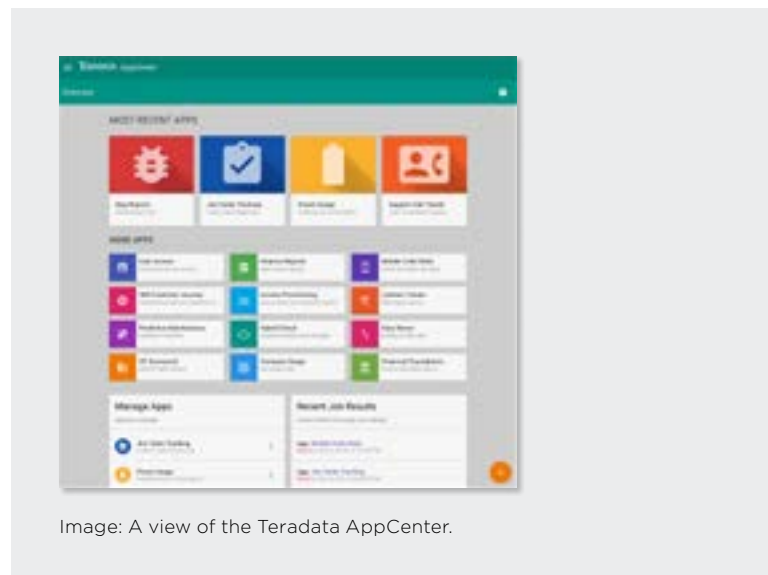


Image: A view of the Teradata AppCenter.

Teradata AppCenter is shareable across the enterprise

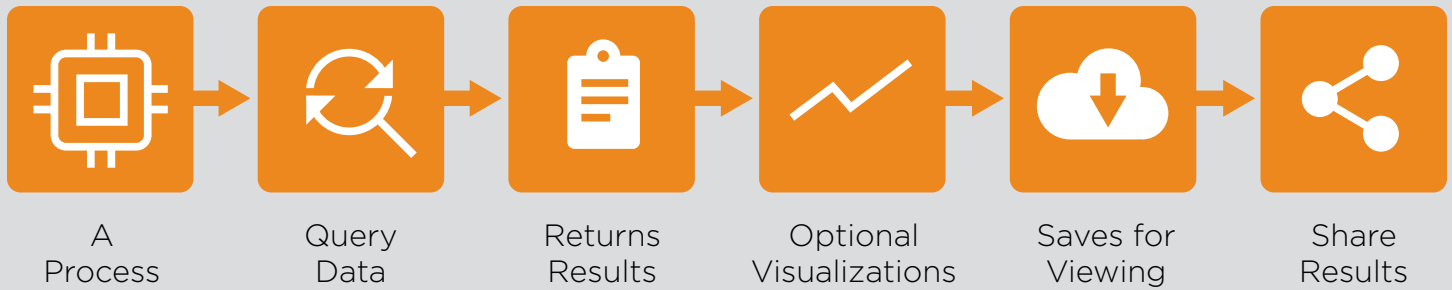


Image: What is an app?

Apps are written in a number of standard programming languages, including SQL, BTEQ, and Java. Other languages, such as Python and R, will be supported in the near future, and those can be created in numerous standard IDEs. That code is then published to Teradata

AppCenter through the AppCenter web UI and, in the future, direct upload from TD Studio and Github. The library of Apps in Teradata AppCenter is shareable across the enterprise (See image, page 1).

Currently, Teradata AppCenter supports Teradata, Teradata Aster, and Presto as target data platforms. Teradata AppCenter can be deployed as part of the Teradata managed cloud, the public cloud as well as on premises.

What is the Teradata AppCenter?

- Create Apps in SQL, Java, BTEQ, and other languages
- Query Teradata, Presto, or Aster
- Configure apps to run with new data
- Parameterize apps when launching
- Organize, find, delete, and display apps and results
- Visualize results through interactive charts and graphs
- Share results between users to encourage collaboration
- Sort, search, filter, and export data
- Easy administration of data access and usage
- Deploy on premises or in the cloud

Why Teradata?

Teradata empowers companies to achieve high-impact business outcomes through data and analytics. With our focus on business solutions, coupled with our industry-leading technology and architecture expertise, we are able to unleash the potential of great companies. This is all made possible through our unique approach, focusing on transformational business results through analytics, centered on core capabilities in three areas: business, architecture, and technology.

Teradata is more than just a data warehousing company—we are a data and analytics leader, focused on mapping the right path for our customers to yield high-impact business results through analytics at scale on an agile data foundation. To learn more, visit Teradata.com.

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