

Teradata Everywhere™

EXECUTIVE BRIEF



At Teradata, we believe that data and analytics can unleash the potential of great companies—allowing them to make better and faster decisions, achieve competitive advantage, and drive high-impact business outcomes.

However, many organizations face significant challenges getting the most out of their data and analytic investments. Those unable to overcome the following challenges are at a considerable disadvantage:

- There are more analytic tools and techniques available today than ever before. These tools and techniques meet the needs of different user groups, but lead to a proliferation of departmentalized analytics that deliver sub-optimal insights and create significant overhead.
- Business is continually changing, and companies require greater agility to meet the needs of dynamically changing analytic workloads and user requirements. However, many solutions limit the range of deployment options, reducing flexibility and choice.
- Companies are investing heavily in analytics for competitive advantage, but all too often those investments must be paid upfront and focus on managing a technology infrastructure rather than managing the business.
- There are a wide range of choices for deploying analytics, including cloud and on-premises, but being locked into a specific deployment choice can limit the ability to easily change your architecture over time.

These challenges leave you with a strategic dilemma—how to move fast today but also accommodate future changes in a low-risk and agile manner? Teradata has designed an approach that addresses this dilemma so you don't have to sacrifice short-term goals for long-term capabilities, removing risk from your decision today. The approach is Teradata Everywhere™: a flexible, agile, and scalable way to ensure a high return on your analytic investments while limiting the risk you face making those investments.

Teradata Everywhere helps you meet your data and analytic needs today and in the future by delivering flexibility, agility, scalability, and choice across four high-level capabilities:

- **Analyze Anything** – Enables analytic users throughout the organization to use their preferred analytic tools and engines across data sources, at scale.
- **Deploy Anywhere** – Provides analytic processing across flexible deployment options, including the Teradata Cloud and public clouds, as well as on-premises on Teradata hardware or commodity hardware.
- **Buy Any Way** – Empowers companies to purchase software in more accommodating ways based on specific use cases through simplified pricing bundles, subscription-based licenses, and as-a-service options.
- **Move Anytime** – Future-proofs buying decisions by taking advantage of our software license portability that provides flexibility to run analytics across deployment options.

The flexibility of Teradata Everywhere de-risks major decisions, allowing you to move forward today with confidence knowing your financial, architectural, and application development investments are protected.

Analyze Anything

In today's analytic environment, many users have different analytic needs. These needs are served by a wide variety of analytic tools, engines, functions, and data types. Quite often, the choice of analytic environment is based on an individual user's preference and skill set. Other times, it is based on data and analytic function availability. This dynamic causes a proliferation of tools and approaches, resulting in a costly and departmentalized analytic environment.

Our research shows that most organizations today deploy analytics across multiple siloed architectures, but 90 percent of those organizations surveyed would deploy on a single modern architecture if it met their specific needs because it would reduce the data preparation time and make it easier to deploy analytics.

TERADATA.

The modern analytic platform must enable users throughout the organization to leverage their preferred analytic tools, engines, and functions at scale across multiple data types without creating these costly and inefficient silos. To address these needs, the Teradata Analytics Platform is a modern analytic platform that brings together analytic functions and engines into an integrated environment.

Access to the best analytic functions and leading analytic engines

The Teradata Analytics Platform provides scalable analytic functions such as attribution, path analytics, time series, and a range of statistical, text, and machine learning algorithms. These functions can run on different engines depending on the needs of the analytic user. By pipelining data and analytics within a flexible platform on a high-speed data fabric, we eliminate data movement between engines, allowing analysts to quickly iterate and refine their analysis.

Our first analytic engine integrates Teradata and Aster technology to allow data scientists to execute a wide variety of advanced techniques to prepare and analyze data within a single workflow, at speed and at scale. In the near future, we will also incorporate Apache® Spark and TensorFlow engines to provide quick and easy access to a full range of algorithms, including those for artificial intelligence and deep learning.

Use your favorite analytic tools and languages

Business analysts and data scientists use many different analytic tools and languages. These tools and languages are constantly changing and are increasingly open source. To empower business analysts and data scientists, the Teradata Analytics Platform provides easy access to commercial and open-source analytic technologies and programming languages.

Python, R, SAS, or SQL-savvy analysts can quickly access and easily analyze data in their language of choice. Analytic users can also use their favorite tools such as

Jupyter, RStudio, KNIME, and SAS. Additionally, Teradata AppCenter allows analysts to share analytics with peers by deploying models in a web-based interface, giving self-service access to business users.

Access to multiple data types integrated at scale

Data is increasingly captured and stored in a wide range of formats. It is important to ensure analytic users have easy access to this data across multiple sources, and in its native format. Teradata allows businesses to ingest and analyze data types such as text, spatial, CSV, and JSON formats as well as provides support for Avro, an open-source data type that allows programs to dynamically process schemas.

Analyze anything with the Teradata Analytics Platform

The Teradata Analytics Platform embeds analytics close to the data. Coupling analytics and data together eliminates the need to move data, allowing users to run their analytics against larger data sets without sampling and execute models with greater speed and frequency.

The versatility of the Teradata Analytics Platform de-risks your analytic platform decision by incorporating your choice of analytic functions and engines, using your preferred analytic tools and languages across data types, with the best scalability, elasticity, and performance to drive superior business insights.

Deploy Anywhere

Our research shows that 90 percent of organizations will deploy analytics both on-premises and in the cloud by 2020. Therefore, organizations need analytic software that can run wherever they choose to deploy it—now, and as their requirements change.

Same software across all deployment options



Teradata Cloud



Public Cloud



Teradata Hardware



Commodity Hardware

Figure 1. Teradata Everywhere.™

We provide the same full-featured Teradata software regardless of the deployment options you choose.

- The Teradata Cloud leverages an infrastructure that is specifically engineered for Teradata software, providing maximum scalability and availability for mission critical workloads.
- Public cloud options allow customers to leverage the public cloud infrastructure. Teradata software is available via Amazon Web Services (AWS) and Microsoft® Azure® Marketplaces.
- Teradata hardware is optimized for extreme scalability and mission critical availability, and can be deployed on-premises with Teradata software.
- Commodity hardware can be leveraged on-premises for customers that want to deploy Teradata software on commodity infrastructure using VMware.

Flexible deployment options de-risk your short- and long-term architecture decisions, and provide the agility to change as your business needs evolve.

Buy Any Way

Today's companies are faced with inflexible pricing models for analytic technology. This often requires a significant upfront investment. Given the rapidly-changing nature of analytic technologies, companies need more flexibility to match licensing to their ever-changing business requirements. Companies also need to think about how to ensure investments are focused on adding business value, not just managing infrastructure.

We have made it easier and more affordable to buy from Teradata. We simplified our pricing bundles to match workload requirements, evolved to subscription-based licenses to reduce the need for large capital outlays, and built Teradata IntelliCloud™, our as-a-service option, to enable you to focus on delivering business outcomes, not managing your infrastructure.

Simplified Bundles

Our solutions can now be purchased in more accommodating ways that address the needs of different use cases at different price points. Whether your requirements are for a cloud data warehouse or implementing an enterprise-scale production analytic environment, we have

right-sized options and price points that meet both your technical and financial requirements.

Our free Developer license, along with our Base, Advanced, and Enterprise bundles, enable us to provide a best-fit, full-featured software option to meet your needs. Our license bundles include:

- **Developer:** Free, for non-production workloads.
- **Base:** Simple, for entry-level production workloads.
- **Advanced:** Production-ready, for mixed workloads and multiple applications.
- **Enterprise:** Mission critical, for enterprise workloads.

All core features of the Teradata Analytics Platform are packaged into each of the bundles. This simplifies purchasing and enables you to leverage features without having to go through business case justifications and long procurement processes.

Subscription-Based Licenses

Teradata subscription-based licenses let you purchase in smaller increments and match your software spend to your operational usage. Instead of paying upfront for a perpetual license that you own forever, you buy the subscription-based license for a defined period. You may renew the license periodically for continued use. All software maintenance, upgrades, and bundled features are included.

With subscription-based licenses, you choose the duration of the term. You can purchase monthly, one year, or three year subscription models. This gives you the flexibility of shorter terms to meet specific needs, or longer terms for a lower price.

As-a-Service Options

Our research shows that 85 percent of organizations want to buy as-a-service for their analytics. As-a-service models enable you to focus on driving value from your data and analytics, not managing the data center, network, compute, and storage infrastructure.

With Teradata IntelliCloud, we offer a complete as-a-service capability. Teradata IntelliCloud delivers performance management, security management, availability management and change management, all packed into a single "pay-as-you-go" price.

Our simplified pricing bundles, subscription-based licenses, and Teradata IntelliCloud as-a-service options make it easy to get started with Teradata quickly and affordably, allowing you to pay-as-you-go instead of working through a long capital approval process.

Simplified pricing bundles, subscription-based licenses, and Teradata IntelliCloud™ options de-risk your financial decisions by making it easier to buy software and leverage as-a-service options.

Move Anytime

Being locked into a specific deployment option is one of the biggest concerns organizations have today in making a buying decision for analytic technology—especially as organizations begin to move workloads to the cloud. Making a significant investment in enterprise software licenses that are not portable introduces a high degree of architectural and financial risk. What if you start in one cloud and want to move to another cloud provider? Or, what if you buy on-premises and then want to evolve

to the cloud, or vice versa? Without license portability, these choices can be very costly and can require significant resources to migrate to other deployment options.

Our portable licensing eliminates this risk. We provide the flexibility to move your Teradata software licenses onto the appropriate platform or deployment option whenever needed, protecting your software investment over time.

Software license portability provides tremendous operational agility and de-risks your architectural decisions by allowing you to move licenses freely between deployment options as your business evolves.

Summary

With Teradata Everywhere, you are “future ready.” The flexibility of Teradata Everywhere de-risks major decisions, allowing you to move forward today with confidence knowing your financial, architectural, and application development investments are protected. We de-risk the following:

Challenge	Teradata Everywhere™ Solution
Proliferation of departmentalized analytics that deliver sub-optimal insights and create significant overhead	Analyze Anything – The versatility of the Teradata Analytics Platform de-risks your analytic platform decision by incorporating your choice of analytic functions and engines, using your preferred analytic tools and languages across data types with the best scalability, elasticity, and performance to drive superior business insights.
Solutions that limit the range of deployment options, reducing flexibility and choice	Deploy Anywhere – Flexible deployment options de-risk your short- and long-term architecture decisions and provide the agility to change as your business needs evolve.
Investments are paid upfront, and too often focus on managing the infrastructure rather than the business	Buy Any Way – Simplified pricing bundles, subscription-based licenses, and Teradata IntelliCloud™ options de-risk your financial decisions by making it easier to buy software and leverage as-a-service and “pay-as-you-go” options.
Locking into a specific deployment choice can limit your ability to change your architecture over time	Move Anytime – Software license portability provides tremendous operational agility and de-risks your architectural decisions by allowing you to move licenses freely between deployment options as your business evolves.

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