



Teradata Business Analytics Solutions Transform Companies

Advanced analytic capabilities and professional expertise make Teradata uniquely qualified to solve business problems and enable growth.

Achieving high-impact business outcomes through technology solutions has never been more important than in today's ultra-competitive, rapidly changing world. For companies to be successful and lead their industries, they need to identify, nurture, and seize opportunities. They must also recognize and overcome challenges, understand industry shifts and trends, and have the ability to act swiftly to benefit the business.

This requires the ability to gather data from an ever-expanding range of sources, including the Internet of Things (IoT), and perform advanced analytics that deliver rich, granular business insights. It also requires determining business needs, then implementing a solution that's designed to meet those needs. That's where Teradata can help.

Our Business Analytics Solutions take a "Business Led, Technology Enabled" approach to problem solving and

facilitating business growth to give organizations the insights, tools, and solutions needed to be successful and boost profitability. Our experienced consultants can tackle any business problem, leveraging our extensive portfolio of proven business outcome focused capabilities to achieve measurable results.

We empower companies to achieve these high-impact business outcomes by leveraging data, analytics, and advanced technology solutions to accelerate time to value for leading organizations.

Our experience indicates that every company has six major business areas that drive their organization. From understanding customer behaviors, to innovating new and different products, to managing product life cycles, the dialogue focuses on changing and improving processes in these areas to uncover leverage points and unleash business potential.

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With our industry-leading capabilities and expert business consultants, we deliver results in these six core areas:

- **Customer Experience.** Organizations today are under increasingly competitive pressure, which impacts their sales and margins as customers seek better pricing, quality, and service. We give businesses the detailed insights needed to manage customer interactions across all touch points to deliver a relevant, seamless, personalized experience that increases customer satisfaction while driving revenue and marketing effectiveness.

We help organizations use real-time data, advanced analytics, and big data technologies to enable operational excellence and give decision makers visibility into processes, as well as other timely insights needed to improve and refine operations.

- **Finance Transformation.** Today's Chief Financial Officers (CFOs) and Finance leaders are challenged with new regulations, advances in technology, a dependency on IT, and the need to better serve their internal customers to support company growth initiatives or drive cost reduction efforts. They must also continue in their established role of protecting company assets and maximizing shareholder value. Our Finance Foundation solutions enable finance teams to understand margins and profitability, as well as gaining increased visibility into their business drivers at a detailed level. This ensures compliance and produces timely and accurate financial reporting. In addition, the need to integrate and analyse ERP and non-ERP data has never been more important in today's competitive environment.
- **Product Innovation.** Companies must manage the life cycle of multiple types of products while being simultaneously confronted with traditional product and supply chain issues. These companies need analytics that span product design, assortment, promotion, pricing, placement, and profitability. We offer data

analytics for product and customer behavior, providing greater insights into what consumers want, how they interact with products, and where they encounter issues in adoption. These insights can lead to new feature designs and developments, or new products.

- **Risk Mitigation.** As the pace of business and technology increases, companies are more vulnerable to risk than ever before. They must also deal with complex regulations, compliance issues, and fraud and security challenges. We provide solutions that enable companies to identify, evaluate, and minimize or even eliminate risks and exposure to risks that could negatively impact the business.
- **Assets Optimization.** Businesses are under tremendous pressure to optimize and unlock significant value from all of their assets. Limited visibility into assets can lead to imprecise decision making in planning and operations, inefficiencies, and missed opportunities. With our solutions, companies can optimize assets to reduce capital expenditures, improve total cost of ownership, extend the useful life of assets, reduce failures and downtime, improve safety, drive revenue growth and dramatically improve operational efficiencies.
- **Operational Excellence.** Organizations must efficiently and effectively use their personnel, equipment, systems, and other resources to their full potential to gain maximum value. This requires leadership to operationalize business strategies, deliver continuous improvement, and shape operating models to meet evolving needs. We help organizations use real-time data, advanced analytics, and big data technologies to enable operational excellence and give decision makers visibility into processes as well as other timely insights needed to improve and refine operations.

With our business analytics solutions, organizations can achieve results and reach their goals using their existing data and infrastructure. Our data-centric approach, which is unique in the industry, enables us to examine how data will be used and presented. We then leverage our deep industry experience to be sure our solutions deliver the value today's executives both expect and require.

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