



Analytics Goes Borderless With Hybrid Cloud Solutions

As businesses move rapidly to a hybrid cloud model, beware that not all hybrid cloud solutions are created equal. Integration and orchestration are critical features of hybrid cloud solutions that align with agile businesses.

In today's digital and dynamic world, part of the job of being a leader is ensuring that business processes and the technologies that support them are set up to be agile. Companies that don't innovate quickly are putting everything at risk. Fortunately, hybrid cloud solutions that power enterprise analytics can quickly address changing market areas and needs.

According to Teradata's recent Customer Survey, more than 90 percent aim to have a hybrid cloud environment by 2020. As such, we at Teradata are aligning our business to be a trusted advisor and provide hybrid cloud solutions to our customers.

But, not all hybrid cloud environments are created alike. Let's be clear—a hybrid cloud solution is not simply data and analytics that are housed both on-premises and in the cloud. Analytics cannot function effectively in

silos. Companies need to be able to flexibly spread their analytics capabilities through a mix of managed, public, and private clouds, as well as on-premises resources, all orchestrated to work together seamlessly in an integrated way. Business users will get the same results regardless of where the data resides, and the details of the underlying analytic infrastructure are invisible. This is true borderless analytics.

At the same time, a company's IT department can benefit from a data and analytics architecture that is scalable, able to ramp up for busy seasons, or remain 100 percent functional in times of disaster. These are not the characteristics of a siloed cloud-only environment. Most analytic environments in the public cloud are simply not designed to seamlessly allow an orchestrated and common database to work across various deployment types.

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Teradata's Hybrid Cloud Solutions encompass the entirety of our product and service capabilities. They are enabled by Teradata Everywhere™, which brings the world's most powerful, massively parallel processing analytic database to the hybrid cloud environment.

To fully understand our offerings, let's delve into three critical use cases and one customer case study where an orchestrated hybrid cloud environment improves business outcomes.

It's like being able to automatically open new lanes in the middle of a traffic jam: you can divert the most critical traffic to these newly-opened lanes for faster transport and higher user satisfaction.

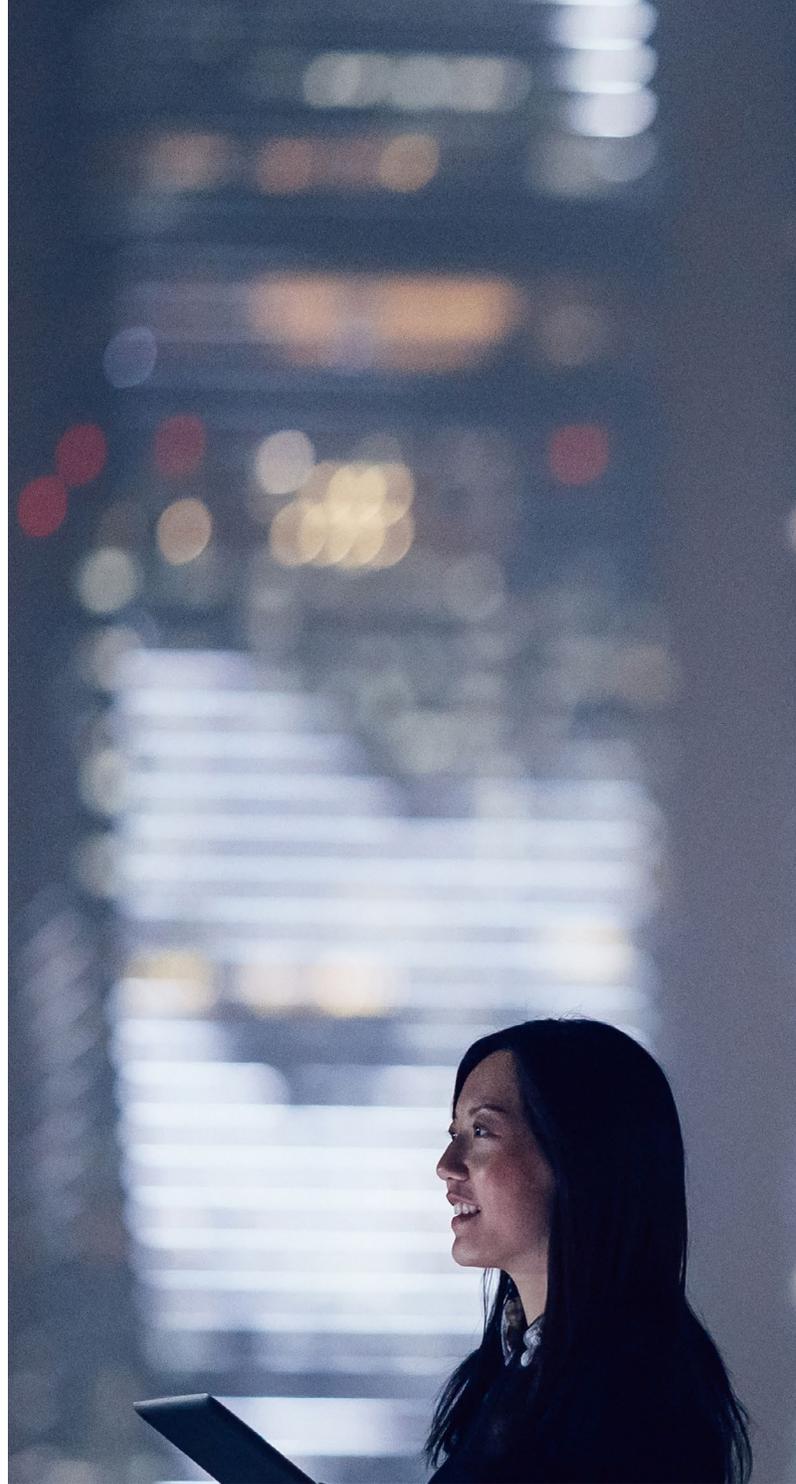
Prepare for Busy Periods for your Business With Cloud Bursting

If your company is approaching a peak time—perhaps right before a big sales season or near the end of a financial reporting period—Teradata hybrid cloud solutions give your IT managers the agility to 'burst' by adding more capacity to handle more queries and thus extract better performance. High-priority queries can be earmarked for one part of the system, while less important queries can be performed in a different part of the system. Teradata's orchestration software enables all of this so that your users are not even aware that something is going on behind the scenes.

Cloud bursting gives your most mission-critical analytics a fast track so you get the results your company needs quicker in critical times. It's like being able to automatically open new lanes in the middle of a traffic jam: you can divert the most critical traffic to these newly-opened lanes for faster transport and higher user satisfaction.

Test Innovative New Analytics in Data Labs

If your department, or even an individual user, wants to explore new analytics solutions and applications, the hybrid cloud environment easily enables a data subset from your production warehouse to be compartmentalized in a cloud-based "data lab" serving as a workspace sandbox for testing new ideas.



For instance, if your sales team wants to explore data on how their account executives are selling as it relates to campaign data from marketing, you can easily spin up a hybrid cloud-based data lab where they can pull in only the information that's needed, but connect to the production system when necessary. IT can create a set of permissions so the sales team users don't impact the performance experienced by other system users.

Cloud Disaster Recovery

Another case for a borderless analytics environment is ensuring your company's ability to continue business operations in the event of a disaster. A hybrid cloud setup makes it easy for a company to have redundant capabilities between its on-premises data center and an integrated, second cloud-based system.

The benefit of using the cloud as part of your company's disaster recovery solution is that, oftentimes, you only pay for what you use in the cloud. With this 'pay-as-you-go' model, it will be cheaper to have your disaster recovery environment in the cloud instead of taking the traditional approach of investing in a second on-premises solution. If the primary system goes down, analytic queries and applications can be automatically redirected to the cloud-based analytic environment seamlessly.

Also, consider that your corporate data is safer when it is not all co-located in the same place. It's imperative your company determines an appropriate interval to back up your data and analytics, for sure, but if you are synchronizing your information daily, for example, it means that if disaster strikes, your company will—at worst—only lose 24 hours' worth of activity.

Selecting a Hybrid Cloud Solution That Fits Your Company's Needs

Before deploying any hybrid cloud solution, it's important to make sure that the solution is tailored to your company. To illustrate this, let's take a look at our customer Meredith Corporation. Originally, they housed all their analytics in an on-premises Teradata Active Enterprise Data Warehouse 6550. The publicly held media and marketing services company—publishers of Better Homes and Gardens, Allrecipes.com, Family Circle, and Everyday with Rachael Ray—relied on this critical asset, but increasingly, the company realized the need for an architecture that could scale and also handle a disaster scenario. After initially weighing the option of acquiring a second on-premises appliance, Meredith instead chose to subscribe to Teradata® IntelliCloud™.

Questions to Ask Yourself When Selecting a Hybrid Cloud Solution

- Could moving data and workloads to a hybrid cloud help my company save money?
- Could a hybrid solution perform faster so that internal users have easier access to analytics?
- What functions are best performed on-premises and what can be migrated to the cloud?
- Can a hybrid cloud solution help my company overcome seasonal performance issues?
- Would a hybrid cloud solution help my company survive a disaster?
- Could a hybrid cloud enable my company to develop and test new ideas more quickly?

The solution ended up being less expensive than a second on-premises appliance and offered enormous scaling capacity. By placing its secondary system in the cloud, the Des Moines, Iowa-based company ensured a secure disaster recovery option for its data and analytics. The company reports that it has experienced no significant difference in performance by integrating its on-premises Teradata environment with IntelliCloud.

As with Meredith, all customers want a choice in how their analytic ecosystem is architected, but selecting the best option can be a difficult path to navigate alone. Teradata is uniquely positioned to help your company select, implement, and manage its own hybrid cloud solution. We can help you choose the best options to suit your company's needs and make your borderless analytics solution a reality.

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