



Moving Forward with Data Analytics: Building an Analytic Architecture for the Future

Teradata Ecosystem Architecture Consulting Builds Agile Analytics Capabilities

Given the rapid increase in digitization across almost every industry, demand for data and analytics is at an all-time high. But meeting that demand is complex. Businesses need to sort through complex and multiple technology choices, including open source and cloud. They are under pressure to shorten time-to-value and deliver optimal TCO. Most of all, they must effectively enable end-user analytics, delivering agile results to meet the demands of users who expect results faster than ever before.

Analytics is playing a major part in an increasingly digital world. There's a greater focus on analytics-based actions based on the increased availability of digital data. Businesses demand faster speed to value; they can't afford long cycles when windows of opportunity in the market are shorter than ever. And there is an increased emphasis on self-service and end-user analysis.

Many companies are having issues related to analytic architecture and are trying to find the best architectural solution in the marketplace. Companies need to start looking at architectural solutions that help them provide analytics at the speed of business.

The right ecosystem architecture can save an organization millions of dollars. On the other hand, there's a high cost to not having an analytics architecture. A lack of architecture can adversely manifest itself in numerous ways, such as incompatibility issues, security and governance issues, missing SLAs, scalability and extensibility issues to name a few.

Teradata has decades of experience working closely with the most advanced analytics companies in data warehousing. And with years of experience in open source, we've codified best practice methodologies and templates to help accelerate time-to-value for big data projects.

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With all of the many technology choices today, and unknown technologies to come, how can you plan an effective future state ecosystem data architecture? The truth is that an ecosystem data architecture should not be based primarily on isolated technology choices, but instead on the needed capabilities and business requirements, which may be both technical and non-technical. Each technology can then be evaluated for how well it matches the desired capabilities and business requirements. Often, technologies are selected for specific use cases, and become redundant quickly when they cannot serve broader needs. By selecting technologies based on needed capabilities in a future state

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architecture, businesses can ensure a longer lifespan for the architecture. We help anticipate future requirements when building a future state architecture and ensure the capabilities will meet these future requirements.

Our strategic architects have years of experience working with Global 2000 companies across technologies and industries. We can help you:

- **Define success and quantify value.** It may sound obvious, but only 15% of Gartner-reviewed data and analytics strategies contain concrete metrics of success, despite the trend in business being to demand tangible measures of success from data and analytics initiatives. With an increase in business management attention to data as a true business asset, data and analytics professionals are called on to openly demonstrate and quantify the value that they add.
- **Explore possible solutions.** We offer technology independent analysis and recommendations on how to best blend an analytic ecosystem. Because no single technology or configuration is appropriate for every business, we tailor and fine-tune a blended solution to meet unique business requirements.
- **Build on existing investments.** Many organizations have not gotten the full value of their analytics

investments. We are experts in assessing analytical capabilities and creating working analytics architectures that augment existing capabilities and operationalize the value from analytics, enabling organizations to achieve maximum benefits. This is often a case of having the right organization and governance model, as well as technology capabilities.

- **Bridge analytical silos.** It's no longer acceptable to discover and extract data for each project individually. Nor is it acceptable to rely on a single technology or data integration methodology. We enable companies to establish a data and analytic centric strategic roadmap that takes a holistic view of their information. This approach focuses on organizing and facilitating access to all of the data so that it is ready to accept a wide range of data sources that meets an extensive set of user needs. We also design to support the broadest set of analytics from complex SQL queries, statistics, time series, path, graph, text analytics, machine learning, deep learning and more. We start with a data-centric framework that removes silos and improves the ability to integrate information, no matter what the usage pattern. And because this optimizes data placement and where analytics are performed, the level of data duplication and movement is minimized. The collection of data islands is transformed into a single strategic asset.
- **Realize business value.** Our deep and wide expertise across analytical platforms enables organizations to focus on addressing business challenges rather than trying to make technologies work together. Our Ecosystem Architecture solutions offer the best blend of technologies and best ROI for the analytic investment to ensure positive business outcomes. Teradata also offers managed services that will take care of day-to-day operations so staff can focus on helping business users get the most value from their analytics ecosystem.

With our ecosystem architecture consulting, businesses can achieve results and reach their goals using their existing data and infrastructure and selective additions for new capabilities. Our data and analytics centric approach, which is unique in the industry, enables us to develop an analytics architecture that continually delivers value while laying a strong foundation for analytics in an increasingly digital future.

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