Teradata IntelliCloud™

Accelerating Business Results with As-a-service for Analytics

In today's data-fueled world, analytics are quickly becoming the new currency for knowing not only what is happening in your organization, but more importantly, why things are happening—and what you should be doing right now to position your business for success. Getting real-time intelligence from analytics has become the new basis for competing and winning in the rising digital economy.

Your Business Challenges

At the same time, while organizations recognize the importance of analytics, they are faced with vexing challenges:

• Exploding data sources, volumes, and types

• Growing preference for OpEx rather than CapEx

• Shortage of resources and talent

• Pressures to adapt quickly

• Mandates to minimize data center footprints

As a result, enterprises like yours are increasingly looking to the cloud to accelerate time-to-value, spin up resources at will, and reduce financial risk while enabling in-house talent to focus on value-add.

> By 2020, 85 percent of organizations surveyed expect to buy as-a-service for analytics.
>
> **– recent Teradata customer survey**

Teradata IntelliCloud™

Teradata IntelliCloud™ provides the ideal solution for these complex requirements; it is our as-a-service offering optimized for analytics at scale. IntelliCloud delivers the most performant and secure analytics platform in the cloud, enabling you to get going quickly and scale up and down as you evolve.

Because we manage the infrastructure for you, guarantee system availability, and offer the lowest cost per query regardless of deployment choice, your team can save time, focus on delivering actionable insights, and get the most value from your investment.

Business Benefits

> IntelliCloud manages the performance, security, availability, and operations of your data and analytics infrastructure so your team can focus on delivering high-impact business outcomes.

Independent of use case (e.g., production analytics, test and development, quality assurance, cloud data labs, or disaster recovery), IntelliCloud was designed from the ground up to deliver business benefits in four critical areas:

• **Performance:** Regardless of the environment—Amazon Web Services (AWS), Microsoft Azure, Teradata Cloud, or On-Premises in your own data center—IntelliCloud delivers the most performant analytics software for always-on analytics in the cloud. Why settle for less? No alternative comes close to the chart-topping performance of Teradata software, which also means you benefit from the lowest cost per query.

• **Security:** Security is our number one priority with IntelliCloud. We offer peace of mind with enterprise-class security while also enabling intuitive web-based account administration. We monitor your environment 24x7x365, we encrypt your data in motion and at rest, and we've invested in third-party audits to demonstrate compliance with the GDPR, PCI, HIPAA, SOC 1 and 2, and ISO 27001 standards.

• **Availability:** We contractually guarantee the availability of your analytics platform with IntelliCloud. Our Service Level Agreement for up to 99.9 percent uptime translates into more productivity and higher satisfaction from your data scientists and business users. Daily backups yield peace of mind for situations when you need to roll back to an earlier version of the operating environment.

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IntelliCloud™ Business Benefits

Performance
Maximize resource efficiency & get the most value from your investment

Security
Peace of mind—because you don't want to be the next news headline

Availability
Higher uptime, more productive users, and greater business continuity

Operations
Focus on business, not infrastructure—and always be on the latest release

- **Operations:** One of the best things about IntelliCloud is that we handle infrastructure-level tasks for you—software patches, version upgrades, user administration, performance reporting, and support ticket resolution—so that you can focus on managing your business rather than the technology.

Accelerating Business Value

IntelliCloud helps organizations like yours accelerate business value through a convenient subscription pricing model and optional consulting services capabilities. Flat rate subscription pricing, a choice of software tiers, and simplified bundles matched to workload requirements reduce the need for large capital outlays, allow you to align costs with your operational budget, and de-risk your deployment decisions. Teradata software consistency and application portability also mean you can easily migrate from on-premises to the cloud, or across deployment modes, and never feel locked in.

Need more? No problem. Teradata's experienced consulting team can help you architect, implement, and manage your entire analytics ecosystem. Through decades of catering to the largest, most demanding customers across the globe, we have the business acumen and deep technical skills it takes to help your organization raise its game through data-driven insight.

> IntelliCloud enables you to get the most value from your analytics investment.

Proven Cost Savings and Convenience

This isn't just talk: IntelliCloud has been proven to help customers achieve measurable cost savings and business benefits. In a commissioned study conducted by Forrester Consulting on the Total Economic Impact™ of Teradata IntelliCloud in a hybrid cloud environment, a customer in the media and publishing industry realized a 15 percent ROI and a payback in less than six months based on a three-year subscription.

Customer Successes

Numerous customer case studies illustrate the significant benefits that the cloud brings to enterprises of all types. We have many large, sophisticated customers running a variety of always-on use cases with IntelliCloud, including:

- **Monsanto,** a Fortune 500 multinational agriculture company with over $14.6B in revenue, uses IntelliCloud for Amazon Web Services for both Production and Test/Dev use cases, and IntelliCloud for Teradata Cloud for Disaster Recovery. Monsanto can focus on business outcomes rather than on managing the underlying analytics infrastructure.

- **Ticketmaster,** a global ticket retailer selling hundreds of millions of tickets annually, chose IntelliCloud to meet its corporate objective of eliminating on-premises data centers. With IntelliCloud, they realized substantial performance improvements for production, development, and disaster recovery requirements.

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With Teradata, you get the most performant analytic software regardless of deployment choice, which translates into the lowest cost per query.

ROI	Benefits PV	NPV	Payback
15%	$2.2M	$281K	<6 months

- **Whole Foods Market,** "America's Healthiest Grocery Store," recently acquired by Amazon, leverages IntelliCloud to centralize their data ecosystem and deploy advanced analytics across all business units, positively impacting Marketing, Finance, Operations, IT and other major stakeholders.

Don't Believe the Hype

When contemplating alternatives for enterprise analytics in the cloud, it's easy to become enamored with the marketing buzz pertaining to cloud benefits and lose sight of the original requirement for advanced analytics in the first place: data-driven insights leading to better business outcomes. Having flexibility, elasticity, scalability, and pay-as-you-go consumption count for little if the environment cannot fully support your current and future business needs, or requires your team to re-code, re-train, and re-orient the entire analytic ecosystem. This is where IntelliCloud stands above all others.

Supporting Your Business as It Evolves

IntelliCloud offers many competitive differentiators, but the fundamental advantage is that Teradata software is the same everywhere—regardless of where it's deployed. Whether you migrate from on-premises to the cloud, or from one environment to another as your requirements evolve, IntelliCloud delivers consistent and reliable performance, security, availability and operations across all environments.

License portability means you are never locked in with IntelliCloud; you have the option to change deployment modes whenever you choose, and are free to come and go as you please.
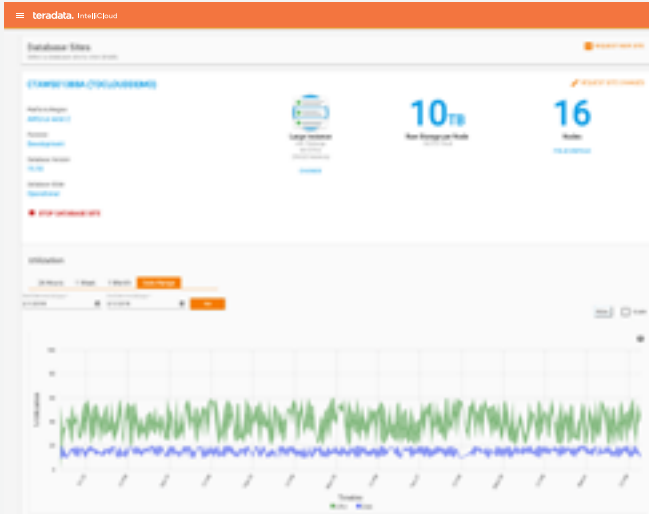
Consistency in Teradata software also means you get the most performant analytic software regardless of deployment choice, and this translates into enjoying the lowest cost per query. Alternatives may advertise a lower cost per node-hour or lower cost per terabyte of storage, but what really matters is the amount of work you can do with the resources you have, and no alternative comes close to Teradata in this regard. The focus is on value delivered, not price paid.

Service Features

IntelliCloud service features are comprehensive and include:

- Flexible monthly, 1-year, and 3-year pricing options
- Subscription to world-famous Teradata software
- High-performance infrastructure managed by Teradata:
  - AWS, Azure, Teradata Cloud, or On-Premises
- Secure and compliant environment:
  - Audited for GDPR, PCI, HIPAA, SOC 1 and 2, and ISO 27001
- Service availability guarantee for up to 99.9 percent uptime
- Comprehensive infrastructure services:
  - Onboarding assistance
  - Provisioning assistance
  - System monitoring
  - System maintenance
  - Patch management
  - Software upgrades
  - Encryption of data in motion and at rest
  - Daily backups administered by Teradata
- Easy-to-use, self-service management console:
  - Monitor system utilization, schedule back-ups, set or modify security parameters, spin up additional resources, submit tickets, and more

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IntelliCloud Management Console

Even though Teradata manages your analytic environment, you can still monitor and modify key account attributes through an easy-to-use interface:

- View status of all your IntelliCloud systems in one location

- Scale resources up, down, out and in with point-and-click simplicity

- See database site metrics, including utilization trends

- Modify system backup schedules and retention policies

- Modify security parameters including ports, firewall rules, and peering

- Open and monitor support tickets

- Add, delete, or modify user accounts and permission

Security and Compliance

Cloud computing has revolutionized the way organizations manage their data. Along with this accelerating trend comes questions about security. Executives want to leverage as-a-service offerings to take advantage of agility and on-demand consumption—yet,

at the same time, there may be anxiety about entrusting core elements of IT infrastructure to an external provider.

Relax, we've got you covered. Security is the number one priority for every facet of Teradata IntelliCloud. Indeed, our security encompasses industry best practices and is overseen by a team of experts empowered to keep threats at bay. We take this responsibility very seriously.

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The IntelliCloud service architecture is designed to comply with strict international standards:

- Cloud Security Alliance (CSA)

- General Data Protection Regulation (GDPR)

- Health Insurance Portability and Accountability Act (HIPAA)

- International Standards Organization (ISO) 27001

- Payment Card Industry (PCI)

- Service Organization Control (SOC) 1 and 2

The IntelliCloud Information Security Management System undergoes third-party verification to ensure compliance with standards. Audit reports and the latest certifications are available upon request.

Our objective is to help your organization leverage analytics to compete and win. By providing the ideal as-a-service analytics solution that meets your needs as you evolve, IntelliCloud enables you to get analytics up and running securely and quickly to deliver business-transforming insights from your data.

About Teradata

Teradata leverages all of the data, all of the time, so you can analyze anything, deploy anywhere, and deliver analytics that matter. By providing answers to the complexity, cost and inadequacy of today's analytics, Teradata is transforming how businesses work and people live. Get the answer at **Teradata.com.**

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