

Seeking PERVASIVE DATA INTELLIGENCE



ANALYTICS
IS A **\$200
BILLION**
INDUSTRY

THE CHALLENGE

81% of global IT decision-makers agree that they **want pervasive analytics** in their organization.

YET Senior business leaders say **bottlenecks exist in the path** to achieving 100% real-time intelligent answers across the enterprise applications.

ANSWERS are trapped in complexity.

The Study

The following results come from a survey conducted by independent technology market research firm Vanson Bourne of **260 global senior business and IT leaders** regarding their organizations' use of data and analytics.*



1,000+
employees



Public and
private sectors



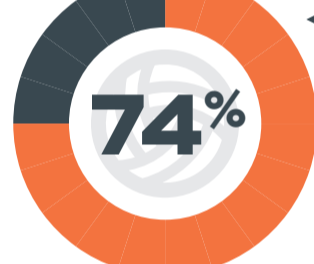
\$250M+
annual revenues



69%
with global
revenue **\$1B+**

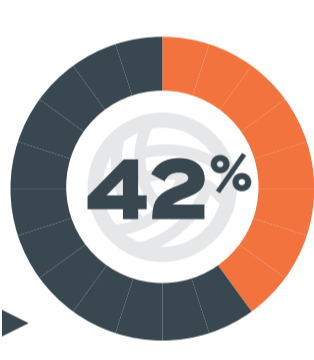
Challenges to Achieving Pervasive Data Intelligence

Company leaders claim there is too much **complexity** in their analytics technology.



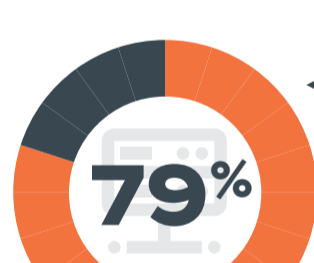
74% said that their organization's analytics technology is complex

say one of the main issues driving complexity is that the technology isn't easy for all employees to understand



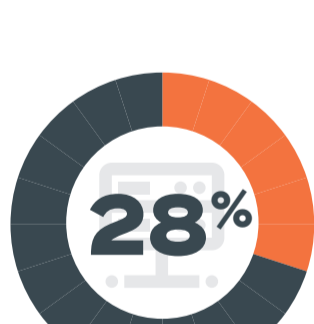
Getting to Data

Users **have limited access to the data** they need to make effective decisions that combat their toughest challenges.



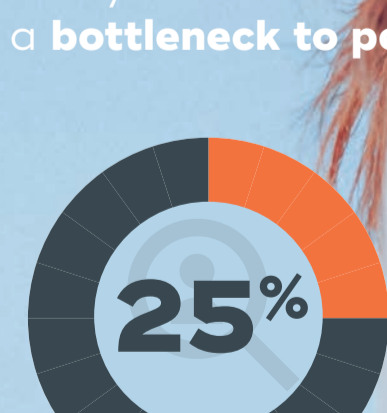
79% need more data, available all the time, to do their job effectively

nearly a third of the data needed to perform at peak is missing



Where are THE DATA SCIENTISTS?

Along with the challenge of using complex technology, there is a **gap in the skillset** needed to uncover intelligence in the analytics. "Unicorn" data scientists create a **bottleneck to pervasive data intelligence**.



Only a Fourth

Leaders that said their business decision makers **have the skills** to access and use intelligence from analytics **without the need for data scientists**

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.

*Survey conducted by technology industry market research firm Vanson Bourne on behalf of Teradata (NYSE: TDC), the leading provider of Pervasive Data Intelligence.