

LEVERAGE YOUR INVESTMENT TO MAXIMIZE VALUE

Teradata Features, Services, and Solutions to Excel Your Business

Table of Contents

- 1 Executive Summary
- 1 Multiply Your Value
- 2 Teradata Database and Software
- 3 Teradata Analytical Ecosystem
- 5 Teradata Workload-Specific Platform Family
- 6 Value of Integrated Data
- 7 Data Integration Roadmap
- 8 Integrated Analytics Portfolio
- 10 Services
- 12 Validation and Exploratory Offerings
- 12 Investment Protection for Your Future

* Hear from actual customers on why they chose Teradata.

EXECUTIVE SUMMARY

If knowledge is power, then gaining insight into your business, customers, and competition is the sure foundation for business success. You purchased your Teradata solution to enhance your knowledge. And now you're making smarter decisions. But you can do more.

From new software capabilities and analytics solutions to data integration strategies and complementary offerings, we have just what you need to gain even more value from your Teradata investment. Many of these offerings are already present in your current Teradata solution: our sophisticated software enables you to meet changing business challenges, high availability features protect your most critical information, green initiatives help you save money, scaling your current system easily will let you meet growing requirements, and the ability to integrate all of your data will fundamentally change the way your business operates.

Read on to learn how you can increase the return from your Teradata integrated data warehouse solution.

MULTIPLY YOUR VALUE

Data warehousing, business intelligence (BI), and analytical capabilities are essential to smart business decision making. But not just any tools will do. You want powerful solutions that are also intuitive to use. Innovative products and services must address today's business issues and also include the leading-edge technologies that will help you outrun your competition.

That's why you purchased products and services from Teradata. Whether you chose a Teradata® Active Enterprise Data Warehouse (EDW) or a Teradata appliance, our solutions provide an integrated view of the business that helps you understand your customers, partners, and markets—and embrace the changes that drive growth.

Perhaps, like most of our customers, you quickly met your strategic and tactical goals for your initial Teradata solution. You've gained insight, are making smarter decisions, and have met your return on investment projections. Great news! But you can do more to maximize the value of your Teradata environment.

The Teradata Active EDW or appliance you already own—combined with Teradata consulting services—gives you the power and performance to take the next step along the data warehouse value chain and face tomorrow's business challenges today.

You made the right choice when you purchased your Teradata solution. But don't stop there. This paper explains the innovative features and services that can help you raise the value of your investment.

TERADATA DATABASE AND SOFTWARE

As business users gain new insight by using Teradata solutions for decision support, they often demand more capabilities. One way to get more from your investment is to use the features of the Teradata Database and other Teradata software to run faster, grow bigger, and work smarter.

Features that can help you meet these goals include:

* For more information, see **“Grand Master of the Database.”**

* See **Teradata Studio.**

* For more information, see the whitepaper **Born To Be Parallel.**

- ~ **Database optimization technologies** – let you design aggregate join indexes and partition the database with minimal effort. With built-in data management intelligence in the optimizer, you can define your database just once. The database executes your queries in the most efficient manner possible, letting you do more with the resources at hand.
- ~ **Database management task support** – streamlines management of the database with tools like Teradata Studio, that let you, for example, analyze queries and system performance or create new tables by logically defining columns, all without allocating or specifying physical data placement.
- ~ **Support for scalability and growth in your platform** – lets you add nodes so you can linearly and predictably increase processing power or capacity without changing your data tables or queries. The database can easily grow to accommodate users, volumes of data, and types of applications without disrupting current applications.

Bigger, Better Value

Teradata features and solutions that can help you gain even more value from your investment include:

- ~ **Sophisticated software functionality** to meet changing business challenges
- ~ A **complete platform family**, with workload-specific products that can be used, repurposed, enhanced, and combined to meet your changing needs, through the Teradata Analytical Ecosystem
- ~ The **power and performance** to predictably scale your current system to keep pace with your company's growing decision-support and business intelligence requirements
- ~ **High availability features** to protect your reliance on data and ensure your continual access to it
- ~ **Green features** such as high density and power capabilities that support your sustainability initiatives
- ~ The ability to gain new **business value from integrated data**, not just by adding new data, subject areas, and cross-enterprise support but also by integrating the data to drive better decisions
- ~ **Integrated in-database analytics** that change the way you run your business by providing location-specific, temporal, and big data analytics
- ~ **Professional consulting services** to help you make the most of every opportunity to maximize the value realized from the Teradata solutions you own
- ~ **Industry-specific consultants and logical data models** that deliver focused expertise
- ~ **Customer support services** to ensure your system and data is available when you need it
- ~ **Validation and exploration tools** that help you assess and rate data warehousing dimensions and assess the total cost of ownership of your data warehousing solution
- ~ A **comprehensive communications and planning framework** that helps you institutionalize your data integration vision and grow cost effectively
- ~ A **community of users** to help understand best practices and learn from experts and peers

* For more information, see [Teradata Active Intelligence](#).

* For more information, see [Teradata Workload Management](#).

* For more information, see [Teradata Viewpoint](#).

- ~ **Active Enterprise Intelligence**® – helps you extend the use of your data across all areas of decision making, from the back office to front-line workers and systems. Teradata Active Data Warehousing™ technology, consulting services, and partner BI products extend the value of your data warehouse by providing real-time operational data to all of your decision makers.
- ~ **Workload management** – helps you take control of your data warehousing and analytical tasks, prioritize critical workloads, and apply resources so you can run queries according to your business priorities. As you grow, you can reapportion resources as necessary with the click of a mouse.
- ~ **Clear view of your Teradata solution** – using Teradata Viewpoint, a portal-based system management solution, which helps managers, business users, and database administrators access Teradata system performance information from any popular web browser. In seconds, users have vital Teradata statistics right at their fingertips.

Teradata professional services consultants can help you make the most of the Teradata Database. We offer business discovery sessions, conduct lunch-and-learn sessions, and run free workshops—all designed to help you see your business clearly and leverage your data for greater value. Teradata consultants use proven, patented methodologies developed from thousands of successful implementations. Our analytical architecture approach focuses on business, information, application, and systems principles to ensure your data warehouse is built for value from the ground up. Our consultants can help migrate data and applications from other database technologies to Teradata, so you can deepen the integration of your most valuable asset—the data that drives your business.

TERADATA ANALYTICAL ECOSYSTEM

As your business grows, you need more data-driven insights, precise analytics, and enterprise-wide intelligence to outmaneuver the competition. Companies can handle these additional demands either by growing their existing data warehouse environment or by adding new analytics platforms, forming a multi-system environment. With other solutions, managing, synchronizing, and getting value from multi-system environments can be challenging. But Teradata has you covered.

The Teradata Analytical Ecosystem turns a multi-system environment into an orchestrated, coordinated ecosystem. It enables multiple Teradata systems that serve specific needs, such as high availability and workload optimization. It also supports the coordinated, enabling processes that make the environment operate as one—including query routing, data synchronization, database synchronization, and end-to-end monitoring of the environment.

The Teradata Analytical Ecosystem gives you the flexibility to seamlessly expand your data warehousing environment. Yet this complete solution never compromises your ability to gain insight from data or forces you to manage added complexity. Whether you want to add high availability capabilities, optimize your workloads across systems, deploy disaster recovery capabilities, support big data analytics, or expand your test and development systems, the Teradata Analytical Ecosystem supports your growth while enhancing your ability to use the data as a powerful business asset.

Enabling Products in the Teradata Analytical Ecosystem

- ~ Teradata Unity
- ~ Teradata Viewpoint
- ~ Teradata Platform Family
- ~ Teradata Database

* For more information, see [Teradata Analytical Ecosystem](#).

Teradata Analytical Ecosystem Overview

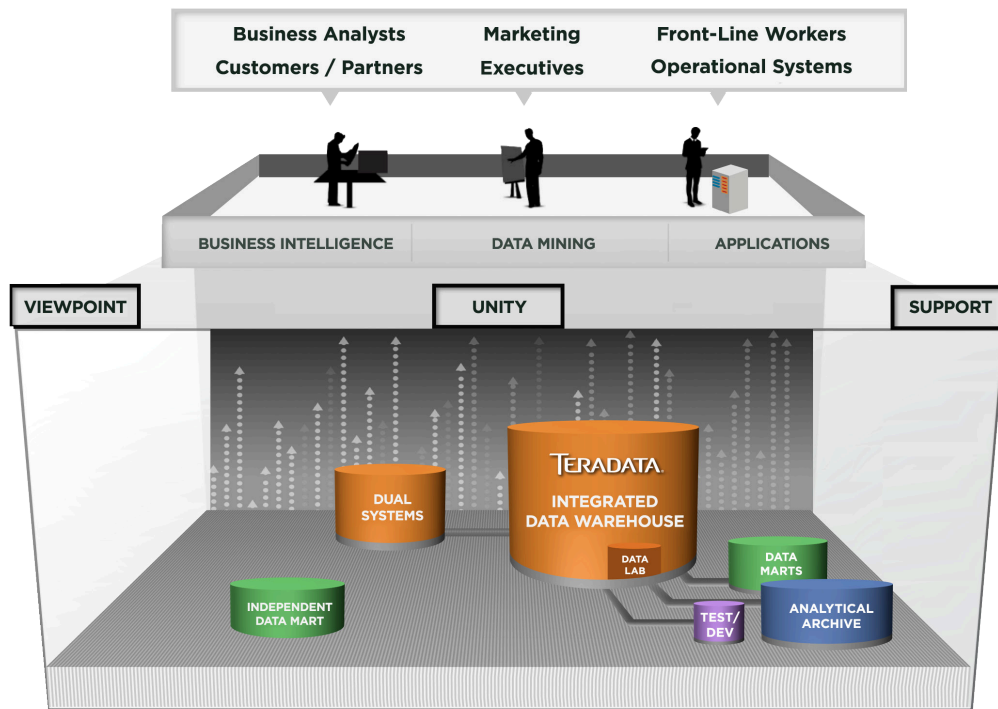


Figure 1. The Teradata Analytical Ecosystem enables integrated analytics, architectural flexibility, and unlimited growth potential.

The Teradata Analytical Ecosystem is enabled by **Teradata Unity**. This portfolio of products helps you monitor, manage, and control the environment with solutions such as:

* See **Unity Director**.

* See **Unity Loader**.

* See **Unity Data Mover**.

* See **Unity Ecosystem Manager**.

- ~ **Unity Director** helps you automatically maintain database synchronization across Teradata systems. The software provides transparent user and query routing between systems, database synchronization, SQL-based data synchronization, and query auto resubmit capability, all in one product.
- ~ **Unity Loader** provides high-volume, scalable data loading to multiple Teradata systems. It allows your Teradata Parallel Transporter batch loads to be dual-loaded to the Teradata systems where the data resides, automating and tracking the load process.
- ~ **Unity Data Mover** intelligently copies data between Teradata systems based on triggered events, ad-hoc requests, or using outside schedulers. Users can choose an intuitive point-and-click graphical user interface or a command line.
- ~ **Unity Ecosystem Manager** gives users an intuitive end-to-end view into the processes and workflow of the analytical ecosystem, along with other important system indicators. This insight helps system administrators intelligently orchestrate all of the moving parts within the analytical ecosystem.

Teradata consultants support Teradata’s Analytical Ecosystem with these services:

- ~ **Teradata Professional Services** employs a world-class patented methodology to develop, plan, design, implement, support, and enhance your analytical data warehouse environment. These consultants fully understand the architectural trade-offs in an ecosystem and can advise about the proper approach.
- ~ **Teradata Customer Support Services** deliver flexible, pro-active, one-stop support combined with unsurpassed technical excellence, which is solely focused on maximizing availability and minimizing risk. Our Customer Support Services consultants can advise on measures to protect and monitor your ecosystem, whether through disaster recovery, backup, monitoring, or risk assessment.

TERADATA WORKLOAD-SPECIFIC PLATFORM FAMILY

Business conditions never stay the same, so your integrated data warehouse solution must be able to scale and change with your needs. Only when you can easily blend new technology can you eliminate the need to replace complete systems. When you start with a Teradata solution, you can stay with Teradata. These Teradata platform features protect your investment, no matter how your business grows:

- ~ **Scalability** - Thanks to the massively parallel, shared-nothing architecture on which Teradata systems are built, you can easily increase performance, capacity, and data space. Data warehouse appliances can scale to 160 nodes, giving you tremendous room to grow. Teradata Active EDW systems have almost no practical limit to their size, scaling to 2,000 nodes. More than two dozen of our current customers’ systems

Teradata Platform Family

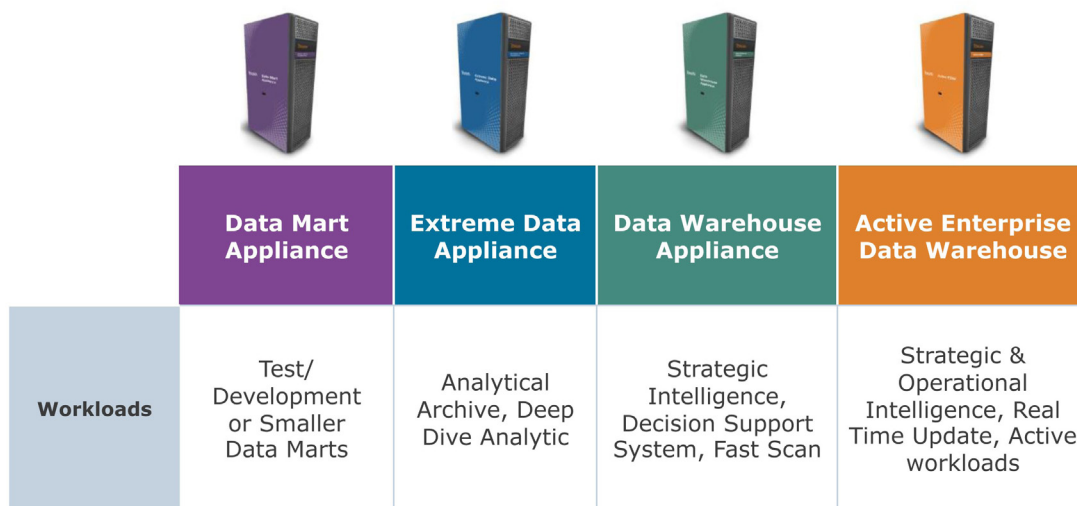


Figure 2.

store petabytes of data. And expanding your system is a quick, painless process: plug in new nodes, reset the system, and Teradata automatically redistributes the data across all nodes.

- ~ **Coresidence** – Businesses that have a Teradata appliance can use the unique coresidence feature to add on next-generation appliance nodes. With this feature, the new nodes perform at the same level as the original nodes, protecting the original investment.
- ~ **Coexistence** – Companies using an Active EDW can use the coexistence feature to feature to expand their solutions with next-generation technology. This feature lets you balance the data storage capacity and database workload proportionately among multiple nodes, while retaining full performance across all nodes and storage.
- ~ **Green** – You want your insight and value to grow, not your utility bills. That's why Teradata data warehouse and appliance solutions support your sustainability initiatives. As we enhanced our products, we also increased the performance they provide, while lowering the number of kilowatts required to deliver this performance. And this enhanced system consumes less floor space than ever before.
- ~ **Connectivity** – Your Teradata investment allows you to connect to other systems in your IT environment (e.g., mainframes and other servers). It also allows connectivity to the most popular analysis tools through ODBC, JDBC, ADO.net, and other interfaces.

* For more information, see the **Platform Family datasheet** or **Teradata Magazine article**.

VALUE OF INTEGRATED DATA

Many organizations have multiple data marts—one collection of data for each department, division or subject area. There's no doubt that these data stores help these groups answer specific questions.

However, when you combine or integrate data from these data stores, the value of the data increases exponentially. Integrated data gives you the insight you need to more effectively cross-sell to customers, adjust to changing market conditions faster than your competitors, quickly identify customer problems or opportunities, and virtually eliminate time spent reconciling data from different sources.

Value of Integrated Data

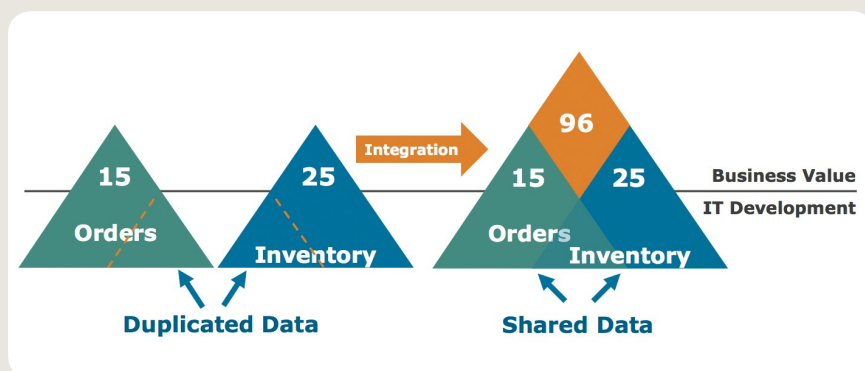


Figure 3. Integration of two data marts can reduce duplicated data and allow the business to ask more questions of the shared data.

Teradata solutions help you realize the value of integrated data. By integrating your data stores into one data warehouse, you can ask more questions and get more sophisticated insight—across all areas of the enterprise. You can ask subject-specific and cross-functional questions, revealing new and previously unrecognized insights. A unified, integrated data model lets you manage the business better as a whole. With this insight, you can ask questions at any level of the organization and make differentiated decisions that help you respond quickly to market changes and put you ahead of your competition.

* For more information, see the Teradata Magazine article on [Integrated Data](#).

As their integrated data warehouses grow, Teradata customers realize additional value: they add incrementally less data and require less effort to enable new applications. Integrated data lets them ask and answer more sophisticated questions while lowering the IT development effort. Only Teradata solutions let you build your data warehouse, scale the data to meet dynamic business needs, and reap the value of differentiated decisions.

DATA INTEGRATION ROADMAP

Companies just beginning their data warehousing journey often target a single business goal that requires better decision support. While it's common to start small, you can enhance the value of your data assets by purposefully creating a data integration roadmap for your data warehouse.

EDW Roadmap Model

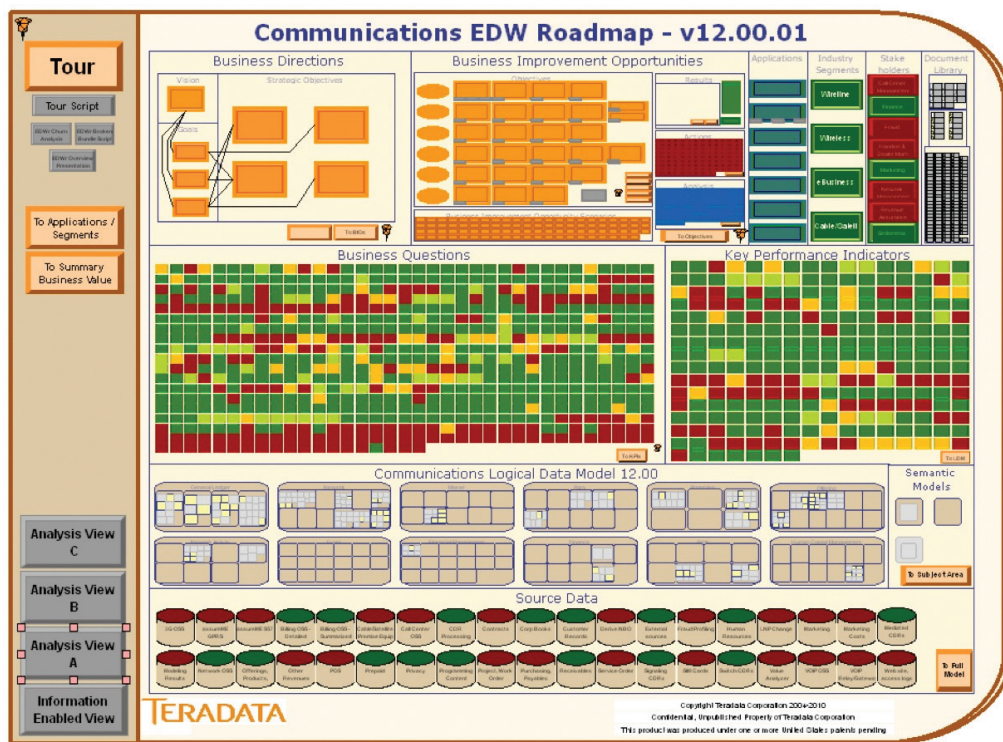


Figure 4.

Teradata offers a data integration roadmap service that serves as a communications and planning framework—one that leads to an integrated data warehouse. This service helps you institutionalize your data integration vision, clearly communicate your requirements, and conduct planning that will help you achieve your goals. This service also helps you quantify the business benefits you can expect to achieve as your data integration strategy matures.

A data integration roadmap will help you justify your data warehouse implementation plan and address such issues as:

- ~ Which questions do I want to be able to answer?
- ~ Why can't I answer those questions now? Which data is missing?
- ~ What's the best plan for sequencing growth?
- ~ Which source systems should be incorporated into the data warehouse next?
- ~ Which subject areas should be added to the data warehouse?
- ~ Which data marts should we retire and when (to aid cost avoidance)?
- ~ Which data should we reuse, and how will that help us reduce costs?
- ~ Where are the next-best business opportunities for the data warehouse?

* For more information, see the whitepaper on [Data Integration Roadmap Modeling](#).

Teradata consultants can work with you to develop an effective data integration roadmap. You'll see the possibilities and value you can realize from a well-designed and deployed data warehouse or appliance. The service also adds structure and discipline to a complex process, giving you confidence that your plan will help you realize maximum value from your investment in Teradata.

INTEGRATED ANALYTICS PORTFOLIO

You bought a Teradata data warehouse to drive better business decisions by integrating data, looking for trends and patterns that help you solve new business problems, performing ad-hoc queries, and generating reports. But too often, organizations conduct new analysis on analytic silos, spending 40% of their resources consolidating and moving data instead of performing analytics. There's a better way.

The Teradata Integrated Analytics Portfolio helps you perform sophisticated analytics that help you refine and enhance your business intelligence. This portfolio includes features that help you:

- ~ **See your data and analytic results in new and intuitive ways:** Teradata and partners offer high-speed data exploration tools that transform the data in your data warehouse into graphs, charts and plots allowing you to rapidly discover new data relationships, patterns, and anomalies.
- ~ **Get ad-hoc analysis at the speed of thought:** Teradata and leading OLAP providers have collaborated to deliver optimized OLAP tools. Through Teradata OLAP Connector and Teradata Aggregate Designer, users can build a virtual cube in their data warehouse to minimize maintenance cost from hours to minutes, while maximizing business value with more detailed analysis across more business dimensions.
- ~ **Put your BI on the map:** A picture is worth a thousand words, and geospatial features help you add location-specific intelligence to your analytics. Identify shoppers by location, or target consumers within a certain radius of your business—or your competitor's. By leveraging an open source geoserver available on the Teradata Developer Exchange

* To get started with your free download of [Teradata Warehouse Miner](#), visit [Teradata Developer Exchange](#).

- * See [Teradata OLAP Connector](#).
- * Go to [Teradata Aggregate Designer](#).
- * Visit the [Analytics and Business Intelligence](#) site.

* To learn more about application development tools, visit [Teradata Developer Exchange](#) for free downloads, demonstrations and articles.

* Go to [Teradata Geospatial](#).

* See how the new [SQL language](#) feature in Teradata Database helps developers easily convert their application to support time-varying data.

* See [Teradata in-database analytics](#).

* Get the free [Teradata R connector](#) download.

* Learn more about [data labs](#).

* See the [Teradata Aster Data Discovery Platform](#).

* To download the Teradata Eclipse plug-in, click [here](#).

and Teradata Database's built-in geospatial analytics, you can build an application quickly at no additional cost. Businesses use Teradata geospatial to track mobile assets, manage power grids, power mobile BI applications, and enhance and visualize BI with maps.

- ~ **Add a timely new dimension to your analytics with temporal features:** Create a richer history of your business by using temporal to demonstrate changes over time—to retail product categories, insurance coverage, and compliance changes. For example, insurance analysts can answer questions such as:
 - What percentage of the insurance policies in effect during Q4 of last year would have been in compliance with the new regulations going into effect now?
 - How would the changes necessary to bring all of the policies into compliance have changed our Q4 results?
- ~ **Perform analysis in your data warehouse, with in-database analytics:** The collaborative, shared environment within the appliance lets you quickly run sophisticated analytics and share nuggets of wisdom throughout your organization. Analytics processes that previously took weeks or months can be completed in minutes or hours.
- ~ **Take advantage of the unmatched analytic breadth and depth of Teradata analytics partners:** From executive dashboards and visualization tools to complex predictive analytics, including open source R for data scientists, Teradata's partners deliver proven, high-speed analytics to meet your diverse business needs. Teradata offers a Teradata R connector that enables R analysts to push some processing into the Teradata Database.
- ~ **Let analysts innovate within a self-service data warehouse:** The Teradata data lab feature helps users explore new data and run new queries within a personal workspace. They can test new theories, experiment, and drive innovation by combining new and existing data. This self-service functionality allows business users to rapidly realize new insights and gain understanding without the help of IT.
- ~ **Get big value from big data volumes:** To help you conduct big data analytics, Teradata offers the Teradata Aster MapReduce Platform which features the Aster Big Analytics Appliance with a high-speed connection to Apache Hadoop environments, using SQL-H™ and Teradata Database. Using this data discovery platform, you can conduct pattern analysis against huge data volumes in the MapReduce environment. Integrate results into Teradata and share them with collaborators.
- ~ **Customize your applications:** When you need to develop custom applications, Teradata offers Eclipse plug-ins, Aster development environments and a variety of tools to facilitate development of big data analytics, in-database objects, and web applications.

To help you make the most of these features, Teradata offers Advanced Analytics Centers of Excellence, where experts can help you solve complex business problems and improve your analytics practice. Our consultants offer end-to-end services that guide organizations through business discovery, analytic modeling, optimization of existing processes, building a self-service data lab or sandbox environment, and integration of advanced analytics tools into the Teradata ecosystem. We also offer geospatial services that help customers integrate geospatial data and analytics into their applications and processes.

Services That Support Your Growth—and Respect Your Budget

- ~ **Proactive system monitoring**, which ensures that your system is running at peak efficiency. We remotely monitor your system operations, addressing problems as they arrive and looking for opportunities to make the warehouse or appliance run more efficiently.
- ~ **Single point of service**, which lets you contact Teradata for hardware and software service and support 24x7, 365 days a year.
- ~ **Availability management services**, which combine flexible, proactive support with technical excellence to maximize availability and minimize risk.
- ~ **Expansion services**, which help you plan, budget, and implement expanded capacity, processing, and platform capabilities.
- ~ **Assessment services**, that help determine the next “best step” to take when expanding the value and usage of your data warehouse.
- ~ **Managed services**, to free your staff from the details of operating and maintaining the data warehouse and allow them to focus on business value creation.

What’s the payoff? These features radically change what you can do with your appliance or Active EDW. No more hopping among analytic silos to build business analytics. The data warehouse becomes an integrated platform for a collaborative analytic hub. With a comprehensive, high performance analytic portfolio, you can solve any problem, with any analytics on any data at any time.

SERVICES

Nothing demonstrates the success of our solutions like the growth of our customers’ businesses, and we’re here to help you every step of the way. Teradata consulting services can be a cost-effective way to:

- ~ Accelerate your data warehouse and BI vision.
- ~ Provide thought leadership at every step of the data warehouse lifecycle.
- ~ Deliver unique capabilities based on certified Teradata expertise.
- ~ Obtain know-how and information through mentoring and education.
- ~ Deploy solutions using a blended economic model.

Teradata Professional Services can help your IT staff shift from a focus on technology enhancements to value-added activities. The following services are a few of the many we offer, helping you maximize the value of your investment:

- ~ **Business Value Orientation**, which helps companies build the business case for a data warehouse. Using nearly 20 measures, this service tracks expected benefits from a financial perspective. This service includes a workshop/discovery process that determines your current status, identifies goals for your warehouse, and helps you plan a strategy for closing the gap between current state and desired state. This service can be followed by Data Warehouse Architecture and Delivery services, which help you design and deploy your solution.
- ~ **Maturity Assessment Services**, which use nearly 50 criteria to gauge how far along your organization is in the deployment and mature use of your data warehouse. This service helps you identify the highest-value uses for the solution and create a plan for using the data warehouse to meet these goals.
- ~ **Managed services** for a variety of needs, including modern business management solutions such as database administration from monitoring to maintenance. You can use these services to simplify management, increase system availability, and minimize service incidents.
- ~ **Performance assessment services**, which help keep your data warehouse running at optimum performance levels. These services, which are delivered by Teradata Professional Services consultants, can help you analyze current performance management practices, identify bottlenecks, and recommend processes that improve performance.
- ~ **A full range of Teradata Professional services** offers support for everything from design to implementation, including:
 - Data warehouse migration.
 - Architecture and design.
 - Data management.
 - Analytical integration.
 - Performance management.
 - Education and certification.
 - Project management.

Architecture Cube

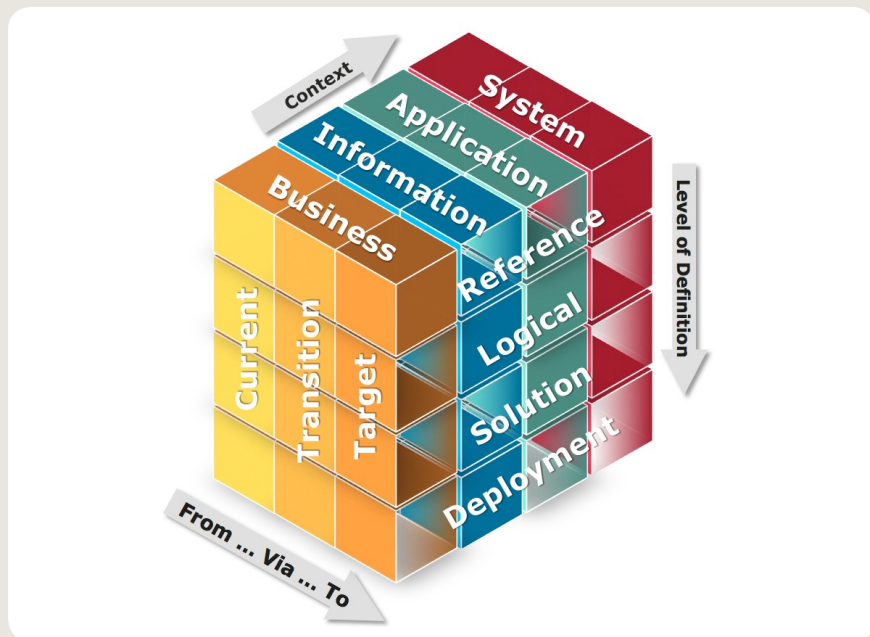


Figure 5. The Architecture Framework provides a holistic structure for Teradata's Analytic Architecture

Lastly, Teradata offers many complementary resources to help customers learn more about Teradata and to get more involved in the Teradata community.

- ~ **Teradata Developer Exchange** - Get ideas, download new code, learn best practices and lessons on solving problems from Teradata technical experts
- ~ **Teradata User Groups** - Regional gatherings to hear the latest on Teradata advances
- ~ **Lunch and Learns** - Teradata 101, Teradata 14.0 update, Big Data
- ~ **Success Stories/Case Studies on Teradata.com** - Barnes and Noble, Applebee's
- ~ **Peer Advantage Reference Calls** - NBC Universal, The Sports Authority, Staples
- ~ **The River** - Exclusive online community of customers, industry analysts, business users
- ~ **Teradata Day** - Customized visit to the customer with a personalized agenda, can include a reference customer

With expert Teradata services, you can ensure that your data warehouse or appliance works exactly as you want it to, with maximum capability and a deeper return on investment.

* See the Teradata Magazine article on **Total Cost of Ownership**.

Next Steps to Gain More Value from Your Teradata Solution

- ~ Run faster, grow bigger, and work smarter by optimizing your Teradata Database.
- ~ Turn a multi-system environment into an orchestrated, coordinated ecosystem with the Teradata Analytical Ecosystem.
- ~ Grow your existing system with the scalability and connectivity of the Teradata Platform Family.
- ~ Get more insight and make differentiated decisions using the value of integrated data.
- ~ Plan your data warehousing journey with a Data Integration Roadmap service from Teradata.
- ~ Drive better business decisions with the Teradata Integrated Analytics Portfolio.
- ~ Accelerate your data warehouse and BI vision with Teradata Professional Services.
- ~ Figure out your best data warehousing options with Teradata Validation and Exploratory offerings.

VALIDATION AND EXPLORATORY OFFERINGS

Not a data warehousing expert? Never fear. When you need help figuring out your best options or choices, Teradata can help.

Perhaps you need help determining which appliance or Active EDW-based solution is best-suited for your changing business needs. Or your needs have changed over time. Our experts can meet with your team to discover or refine your data warehouse requirements and to determine the best solution for your business today. Here's the best part: we can simply migrate any database model or process already in place to the new platform.

The Teradata Differentiation tool helps you consider all dimensions of a data warehouse and determine which are most important to you. This complimentary offering helps you compare your requirements with the capabilities of available Teradata solutions. We also help you consider other factors you should assess when choosing a solution. Using the Teradata Differentiation tool, we can help you choose the right data warehouse or appliance for your business needs.

Teradata offers the lowest total cost of ownership (TCO) of any data warehouse or appliance on the market. But what if you need help calculating the TCO of your data warehousing solution? Teradata representatives have a sophisticated TCO modeling tool that helps you understand the expenses you can expect or are already experiencing related to your Active EDW or appliance—whether it is from Teradata or one of our competitors.

This sophisticated tool considers over 50 inputs and 2000 variables, calculating them against your unique requirements to determine your overall TCO. It can help you look beyond the acquisition cost and comprehensively understand all of the elements that contribute to TCO, so you can make the best choice.

INVESTMENT PROTECTION FOR YOUR FUTURE

Your Teradata appliance or Active EDW is helping you realize new insights and achieve real business value. You did make the best decision possible.

And you're just scratching the surface of what's possible.

Teradata offers a wide variety of products, features, services and solutions that can give you the tools and technology you need to meet your changing needs and outmaneuver the competition. For more information, contact your local Teradata representative, or call us at 1-866-548-8348.

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PAGE 1

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PAGE 2

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PAGE 3

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PAGE 5

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PAGE 6

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PAGE 7

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PAGE 9

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PAGE 12

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TERADATA

THE BEST
DECISION
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