Business Analytics Solutions

Delivering High-Impact Analytic Results

TERADATA.

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Unlock the Value of Your Data with a New Approach to Business Analytics

Long lead times. Compliance risk. Customer churn. New competitors. Outdated processes. Leaders across all business functions face challenges like these when determining where to apply analytics to achieve the highest value business outcomes. Whether you're in marketing working to enhance the customer experience, in operations looking to optimize the supply chain, in finance needing to understand profitability at the most granular levels or leading another business function that needs to solve a business problem, you're faced with competing priorities.

Not only do you need to pick the right area to focus on first, you're confronted with pain points in each area. Evaluating the options involves complexity and uncertainly, as does planning a course of action and developing tools to implement it. The challenge is determining which problem to tackle first and how to best leverage analytics to move your business forward, meet stakeholders' expectations and deliver a strong ROI.

That's why working with an outcomes-focused, business-solutions company to solve your most pressing pain points is more important than ever. Making critical business decisions requires evidence that executives will get the results they need, when they need them. That's where Teradata Business Analytics Solutions can help. Our innovative approach to achieving high-impact business outcomes leverages our vast consulting expertise, advanced data and analytics capabilities, and intellectual property to deliver the results businesses need to reach their goals. And we do it in a timeframe that satisfies the C-suite.

The key to quickly unlocking business value is in your data, and we can help you find it. Our consulting teams have worked with more than 1,400 clients to solve pressing business problems, streamline or automate processes, and save companies millions of dollars. Our data science expertise allows you to identify the best opportunities and uses cases for your business—before you invest in them. Our world-class analytics business consulting, deep technical expertise and leading-edge technologies drive successful outcomes across six common challenge areas:

- Customer Experience
- Finance Transformation
- Product Innovation
- Risk Mitigation
- Asset Optimization
- Operational Excellence

This .pdf is interactive. When you see the arrow symbol, roll over the image beside it for more information.

Our People, Processes and Solutions
Make Us Unique

18%
worked in systems
integrator (SI) consulting

44%
held an executive role
in their industry

95%
acted as an analytics
practitioner or manager

Who We Work With

18 of the top 20 global commercial and savings banks

19 of the top 20 telecommunications companies

All 6 of the top 6 airlines

11 of the top 20 healthcare companies

18 of the top 20 global retailers

14 of the top 20 travel and transportation companies

13 of the top 20 manufacturing companies

Art of Analytics
Fusing business acumen, data science, and creative visualization, the Burning Leaf of Spending enabled a major bank to detect anomalies in customer spending patterns that indicate major life events.

Video

Achieve High-Impact Results
Teradata Business Analytics Solutions helps you reach your goals and achieve bottom line results. Our data-centric approach leverages our deep industry experience to deliver the value today's executives require.

Executive Brief

Capitalizing on 7M transactions per day, 7-Eleven leverages Teradata data and analytics solutions to create an **enhanced customer experience** through an interactive loyalty program.
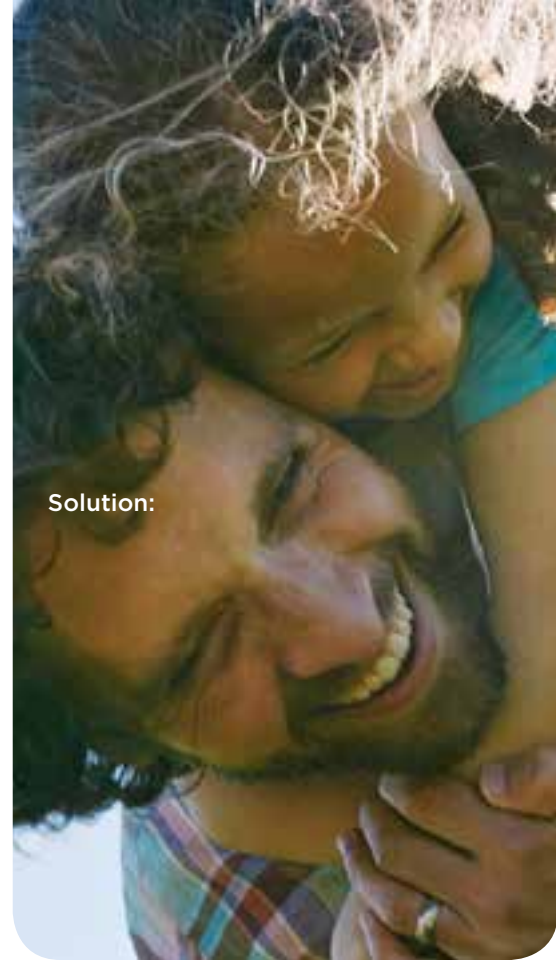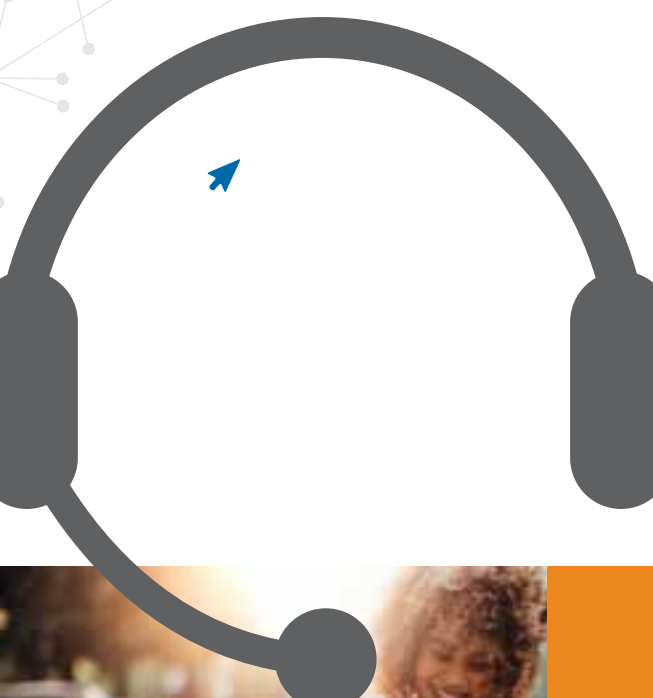
Video

$200 MILLION in new revenue and a 20 percent increase in customer retention through a data-driven initiative that integrates data to create a 360-customer view for Symantec.

Video

Make the Most of the
CUSTOMER EXPERIENCE

Solution:

Verizon: Using Advanced Analytics to Deliver on the Digital Promise to Help Customers Innovate Their Lifestyle

Verizon relies on advanced analytics to optimize marketing offers while ensuring it has the finance rigor to stay number one in the U.S. mobile market.

Video

$266,000 per day gained

from 1:1 marketing programs for Saudi Telecom Company (STC). A custom-centric approach based on data-driven execution enhanced customer loyalty by delivering a better customer experience.

Video

Video 2

Understand the Customer Journey

Gain the ability to execute data-driven, multi-channel campaigns. The Teradata Customer Journey solution combines expertise in data integration, advanced multi-genre analytics and cross-channel coordination to deliver a comprehensive view of your customers as well as insights to optimize the customer journey.

$1.6 TRILLION

is the estimated cost of customers in the U.S. switching companies because of poor service.[2]

Customer Experience focuses on analytics and solutions to create a holistic yet highly personalized omni-channel customer experience.

50% increase

in email open rates with an integrated analytics solution offering a 360-degree view of customers for American Eagle Outfitters

Video

Learn more about our
Customer Journey solution here >

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The Office of the CFO has Seen a
FINANCE TRANSFORMATION

Solution:

$80 million in additional revenues
using profitability analytics and a data-driven finance approach to overcome challenges of cost reduction, transparency, flexibility and profitability for WW Grainger.

Video

Millions gained in savings
from a global finance transformation for DHL Express. The company implemented a program that led to cost management, yield management, and a better understanding of customers' economic cycles.

Video

89% **of CFOs**
report increased demand from the business for finance services over the past three years.[3]

> " With the proper data and analytics tools, CFOs can effectively take on the challenge of new regulations and comply in a timely manner—while creating new business value for the organization at large. "

Learn more about our
Finance Transformation solution here >

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PRODUCT INNOVATION
Gives Companies Their Competitive Edge

Solution:

Product Innovation: Disrupting the Market
Data is changing the product game. Customers must manage the lifecycle of multiple types of products simultaneously. Real-time insight is needed to innovate for new feature design and development, changes in product bundling or new products altogether.

Brochure

Innovation Needs Numbers (Unless You're Leonardo Da Vinci or Steve Jobs)
Product innovation is a collaborative process requiring constant refinement and preparation. And the best way to prepare is through analytics.

Article

Ditch the Old Ways of Product Management. Say Hello to Product Innovation.
Taking a data-driven approach to product management can transform a business so it's free to innovate new solutions relevant to tomorrow's marketplace.

Blog

63% of respondents
say they like when manufacturers offer new products.[4]

84% of respondents
say it's somewhat or very important that the company they buy from is innovative.[5]

Dell

> Whichever business has the best products wins. That's been the rule of law in business for decades—maybe even centuries. And it's why product innovation equates to success. Without it, there's little growth and no competitive advantage.

Millions of dollars gained in ROI on Dell's proof of concept use case leveraging innovation and change to create Dell 2.0.

Video

Learn more about our
Product Innovation solution here >

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Identify and Prevent Incidents with
RISK MITIGATION

Solution:

Most companies are not prepared to mitigate threats.

61% of survey respondents do not believe their company has the tools to mitigate external threats[6]

59% say they do not have the tools and resources to analyze and understand external threats[6]

58% do not believe their companies have tools to monitor external threats[6]

Risk Mitigation: Achieving High-Impact Business Outcomes
Organizations that are the most innovative and effective in their response to regulatory mandates will drive future standards and practices.

Brochure

Protecting the Brand Jewels
Machine learning and advanced analytics drive effective cyber security and risk management. With data and analytics, your business gains an increased ability to detect fraud.

Article

$3 million saved
using advanced analytics and modern integration to help identify potential business risks and close more than 422,000 gaps in member care for BlueCross BlueShield of Tennessee.

Video

Teradata consultants leverage decades of real-world experience helping drive success across multiple industries. We have more than 5,000 consultants helping over 2,600 customers in 77 countries.

10X the difference.
Telematics data showed a 10 times risk difference between the best and worst drivers, which helped determine insurance rates.
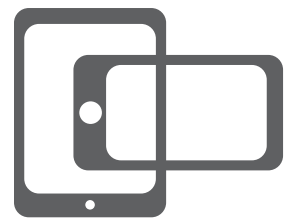
Video

Learn more about our
Risk Mitigation solution here >

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ASSET OPTIMIZATION
Squeezes More Value from Your Assets

Solution:

28 billion
connected devices
are expected to be in use worldwide by
2021, with nearly 16 billion related to IoT.[7]

23% compound
annual growth rate
of Internet of Things (IoT) sensors and
devices is expected from 2015 to 2021.
By 2018, they are predicted to overtake
mobile phones as the largest category of
connected devices.[7]

$100M Gained for Siemens
and customer service elevated
by leveraging big data and
predictive analytics to better
utilize assets, predict part
failures and avoid unplanned
downtime for Siemens.

Video

Optimizing Data
Strengthened the Global
Supply Chain
and has changed the culture for
Maersk Line. The company relies
on data, analytics, and IoT to
drive value across the business.

Video

Achieve High-Impact
Business Outcomes
Organizations are under
tremendous pressure to optimize
and unlock significant value
from all of their assets, including
equipment, intellectual property,
websites, and employees. Asset
optimization offers a solution.

Brochure

> " Assets are now operating in an environment of increasing cost
> of capital and high utilization expectations for all OEM makers,
> operators and end beneficiaries. These challenges are forcing
> companies to become increasingly efficient. "

Learn more about our
Asset Optimization solution here >

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Align Functions and Drive Value Through
OPERATIONAL EXCELLENCE

Solution:

Operational Excellence: Achieving Transformational Business Outcomes
Delivering excellence across the enterprise requires the ability to understand how every function of the business and ecosystem are related.

Brochure

Lessons from Retailers about Achieving Operational Excellence
To achieve operational excellence, businesses must efficiently and effectively leverage personnel, equipment, systems and other resources to their full potential.

Article

The HGST Brand Drives Operational Excellence Using Big Data Analytics
Western Digital Corporation's HGST brand wanted to become more data-driven and turned to Think Big, a Teradata company, to help deploy a big data platform.

Case Study

flex

Using the Internet of Things, data and analytics allows Flex, a "sketch-to-scale" solutions company, to innovate its supply chain, move from a predictive to a prescriptive business approach and enable better business decisions.

Video

> " In our highly interconnected world, delivering end-to-end operational excellence across the enterprise requires timely insights and maximum visibility into how every function of the business ecosystem connects. "

Learn more about our
Operational Excellence solution here >

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Find out how **Teradata Business Analytics Solutions** can deliver high-value outcomes for your organization.

Footnotes:

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3. "The Functional Transformation Death Spiral," Raconteur Media Ltd.
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