



2016 Teradata EPIC Awards Customer and Partner Winners and Finalists

Customer Awards

Category: Analytical Excellence

Solutions that improve business decision making by increasing the accuracy or speed of business insights, and by delivering measurable improvements in revenue, organizational performance and/or productivity. Entries may describe analytic solutions that are based on customer data, operational data, and/or financial data, and/or deliver actionable insights based on multiple data sources, platforms, applications or tools, or on multiple types of data.

Winner: **Anthem Inc.**

Project: **Client Information Insights (CII) 2.0**

Synopsis: Client Information Insights (CII) is Anthem health plan's robust reporting and analytics solution for employers, brokers and consultants. CII is a flexible, easy-to-use, online self-service tool that gives Anthem customers accurate, timely and relevant information about Anthem affiliated health plans and its members. The tool empowers employers to make effective decisions about their health benefits to better manage and improve the health of their employees, as well as the affordability of care. It provides convenient 24/7 online access. Features include customizable reporting, as well as standard packaged and pre-populated reports with health care information on up to three years of data.

Finalists: **IHG & Cognizant Technology Solutions**

Project: Markov Mart Funnel Analytics

Verizon Wireless

Project: Verizon Wireless Unified Data Architecture (UDA)

Westpac Banking Corporation

Project: Rapid Analytics across the Employee Lifecycle - Acquisition, Optimisation and Retention

Category: Big Data Excellence

Winners in this category are doing groundbreaking work to deliver business outcomes using big data, and/or data lakes with BI technologies and techniques. They have achieved a known competitive advantage through the effective capture, management, mining, and analysis of large volumes of unstructured data sets. Successful projects, for example, will have enabled business agility and enhanced decision making by providing visibility into critically important internal performance metrics or insights into important trends.

Winner: **China Merchants Bank**
Project: **Big Data Planning Project**
Synopsis: China Merchant Bank's big data planning project focused on technical aspects, investigated business requirements and summarized big data use case categories. In reference to the latest big data technology trend, the project defined the big data architecture blueprint of business, data and technology, as well as providing a clear implementation roadmap for the future two to three years. On a practical level, the project answered many technical questions to speed up the implementation process, as well as clarified the development direction of big data in CMB.

Finalists: **TD Bank & Podium Data**
Project: TD Bank Agile Banking 3.0

Telenor Pakistan
Project: Data Usage Analytics

Category: Customer Insights and Engagement

Solutions that deliver customer insights from any channel and help drive customer engagement, response, or loyalty; implementations that optimize data-driven marketing programs, processes and delivery across channels; initiatives that use technologies such as real-time load, mobile access to information by customers or employees, real-time analysis of sales or service data to create a 360-degree view of the customer and improve business results.

Winner: **Southwest Airlines**
Project: **Customer Centricity Transformation (CCT): Customer Data Warehouse (CDW)**
Synopsis: Southwest Airlines has embarked on an extensive transformation of its business capabilities to become more Customer-centric. A centerpiece of that transformation is the ability to identify, understand and interact with its Customers.

The Customer Centricity Transformation project included the creation of a Customer focused Data Warehouse.

This new Technology is allowing Southwest Airlines to drive Customer insights, improve Customer acquisition and retention, dramatically expand Customer segmentation and fully leverage its investment in its new reservation system, Altea.

The Customer Centricity Transformation is foundational to Southwest's overarching long-term strategy enabling us to attain our Vision: to become the world's most loved, most flown, most profitable airline.

Finalist: **Migros Ticaret A.Ş.**
Project: Evolution of Marketing / Personalized offers with Teradata CIM Solution

Category: Innovation and Leadership

This category honors a top Technologist or Business Leader (CIO, CMO, vice president or director) who generated a positive impact on their organization, leading integration of business and IT and the application of Teradata technology to improve his or her company's business performance. This nominee enabled breakthrough success by implementing innovative solutions to business problems to drive business results in cost-effective ways.

Winner: **Ken Drake, Senior Director of Business Intelligence, Blizzard Entertainment**

Synopsis: With a commitment to building strong teams, leveraging global resources and always putting the customer at the center, Ken Drake successfully implemented Teradata Unified Data Architecture from scratch in only six months. Blizzard Entertainment has gone from multiple concurrent queries a day to supporting hundreds of active users daily, with over 22TB ingested into their UDA per day.

Finalist: **Iwan Djuniardi, Director of Transformation, Technology Information and Communication of Directorate General of Tax Republic of Indonesia**

Category: Integrated View of the Business

Solutions that break down organizational and data silos to deliver analytic insights by connecting disparate systems, data sources, data types and/or data structures across an organization. These implementations deliver an integrated view of the business that results in true business intelligence, new business opportunities, and performance improvements, and they allow for the reuse of data.

Winner: **Sanofi**

Project: **Maestro**

Synopsis: It is well recognized that Clinical data is one of the most sensitive industry asset, a competitive advantage that is required for critical evidence of a drug therapy's efficacy and safety and of its potential health and economic impact.

According to the market solution available and industry benchmarks done with other pharmaceutical companies, the Maestro solution is the first ambitious project to build an agile clinical data warehouse.

Designed to scale, the solution is able to address the clinical trials challenges materialized by the high variability of the data captured & the continuous increase in volume introduced by an extensive portfolio of prescription drugs, vaccines, generics, and consumer healthcare products.

The solution capabilities provide the business with a high functional flexibility to ensure the development of prescription drugs, vaccines, and over-the-counter healthcare products. It requires that the solution developed is efficient enough to absorb such variability without introducing process complexity and, thus, to not add costs and risks in term of maintainability.

The exploitation of JSON functions natively available coupled with a business expansion of the Teradata SQL syntax allow fulfilling the requirement for flexibility, velocity and functional enrichment of the data.

Finalists: **China Merchants Bank**
Project: CMB EDW Planning and Implementation Project

Expedia, Inc.
Project: Janus - DB2 to Teradata Migration

Category: On the Edge with Internet of Things (IoT)

By capturing and analyzing all types of sensor data from telematics and/or interconnected devices such as vehicles, meters, machines, weather devices, buildings, manufacturing lines, and shopping carts, this emerging breakthrough business application can monetize the industrial Internet of Things, by changing business models, improving processes, exploiting new technologies, improving personal health, or enhancing the customer experience in new ways.

Winner: **Siemens AG**
Project: **Internet of Trains @ Siemens Mobility Services**
Synopsis: Siemens Mobility has established the leading IoT platform in the rail market based on the Teradata UDA. This platform helped Siemens to create a new, market-leading offering of data driven insights and opening up a new customer segment that was previously not addressable. Customer feedback has been fantastic and customer value is tangible by increasing vehicle availability and decreasing maintenance cost. It also generates for Siemens customers new opportunities to improve their own offerings towards their customers. The offering implemented by Siemens Mobility is unique and cannot easily be replicated as it combines the leading technologies for a big data platform with world-class data analytics know how and the engineering knowledge inside Siemens into data enabled insights.

Finalist: **Freeport-McMoRan**
Project: Data Mining of Mining Data Yields Savings for Freeport-McMoRan

Finalist: **Valmet**
Project: Optimizing Customers' Plant Performance thru Industrial Internet and Big Data

Category: Operational Excellence

Implementations using data and analytics to deliver measurable improvements in the organization's operations, such as forecasting or anticipating customer demand; improving inventory management, supply chain visibility or asset monitoring/sensing; increasing sustainable business practices and resource optimization; improving transparency, compliance or risk management; and other deployments that deliver greater operational efficiencies and improve the bottom line.

Winner: **United States Air Force**
Project: **Data-Driven Vehicle Management at United States Air Force**
Synopsis: The USAF owns the nation's 4th largest federal vehicle fleet of over 78K assets valued at more than \$7B. The Air Force Vehicle Support Chain Operations Squadron (VSCOS) developed the Logistics Installation Mission Support Vehicle View (LIMS-VV) application providing centralized access to data and systems needed for fleet management efficiency. LIMS-VV provides portal data, analysis, planning, and prediction capabilities and is the sole source and means for the 6100 techs and fleet managers in 19 countries to perform

daily functions at the operational tactical and strategic level for 300+ global sites.

Finalists:

Dell Technologies

Project: Active Service Unit (ASU) Forecasting

State of Maryland, Department of Comptroller

Project: COM Tax Data Warehouse

TIAA

Project: Digital Transformation of Practice Management

Integration and Consulting Partner (ICP) and Independent Software Vendor (ISV) Awards

Category: ICP & ISV Big Data Intelligence

Partner will have leveraged one or more of Teradata's platform technologies including Teradata, Teradata Aster or Hadoop. This solution could leverage new emerging data sources such as Web logs, sensor, etc. or compelling new analytics digital marketing optimization, new Web path analysis, or other advanced analytics for discovery and new insight. The solution will provide a unified, high-performance big data analytics system for an enterprise and show measurable return on investment to our customers. Solution will have delivered valuable insight to lines of business and enable our customers to make time-sensitive decisions by analyzing entire sets of relevant data.

Winner (ICP): IBM Global Business Services

Project: Always On CRM Analytics

Synopsis:

This client is one of the four largest financial institutions in Australia in terms of market capitalization and number of customers. This bank is an international financial services holding company that committed itself to a customer-centric business strategy over 15 years ago and has witnessed significant growth and expansion in key customer segments as a result. At present, this bank operates across four continents and 15 countries. Delivering a great customer experience is central to the bank's strategy. The bank has made substantial progress in improving customer experiences by simplifying interactions, accelerating innovation and deepening relationships. The bank, assisted by Teradata and IBM Global Business Services, together are using their vast experience in Advanced Analytics and CRM to step up efforts to make the bank an even more customer-centric organization.

The "Always On" project provides the bank with new insights into customer behavior and experience across the bank's divisions by combining banking data with external data through partnerships with other industries such as Telecommunications, Retail, Insurance, Industrials and FinTech organizations. The bank now has a solution that is always available for customer analytics to support both traditional marketing initiatives and new digital marketing initiatives. The solution delivered jointly by IBM Global Business Services and Teradata has been architected to be "always on" so that the solution can be leveraged to address other analytical requirements across the enterprise. The solution includes new technology components such as Aster, Hadoop and Query Grid that will accelerate how data is stored and used by the bank for analytics. The "Always On" analytical CRM project that Teradata and IBM

Global Business Services are implementing will help the bank achieve their customer centricity goals even faster.

Winner (ISV): SAS

Project: Railway Advanced Analytics Platform

Synopsis: This customer from the SAS and Teradata partnership is a major transportation provider delivering goods and critical materials for businesses and consumers alike. Joining over 300 other customers of the partnership, SAS and Teradata have jointly deployed the "SAS in the Teradata Unified Data Architecture" solution that includes a number of products from the integrated portfolio. This includes the Teradata Appliance for SAS, a jointly engineered unique solution providing SAS in-memory solutions in the Teradata environment for industry leading performance and fast time to value.

Category: ICP & ISV Business Insight

This award recognizes a partner who has developed and implemented a point solution -- such as pre-built applications or an industry offer -- that uses any analytic data platform, including Teradata, Teradata Aster, Hadoop and/or one of our analytic applications to deliver analytic insights to customers. This solution must be in production and must deliver measurable return on investment for the customer.

Winner (ICP): Capgemini and Coca-Cola Refreshments

Project: Predictive Ordering for Global Beverage Company

Synopsis: Capgemini has been and is currently providing a host of services in multiple areas across the Coca-Cola Refreshments' (CCR) value chain and system including its several bottlers for over eight years. During this journey we have partnered with the client to evolve a tailored approach to deliver these services and innovations, enabled by a host of capability centers setup in line with the client needs.

In this case, the client is a large bottler based out of North America where Capgemini is providing application development and project services in numerous technology areas, including business Intelligence where Teradata is heavily used.

Our client wanted to develop the solution for its retail customers who want to assess each store's performance on supply vs. demand management and to implement an analytical solution to predict the order placement for the store. This application provides order entry support to an account manager when visiting a customer store location. Hosting the solution on CCR's CRM customer enabled cloud allows the account managers to make informed decisions based on global, real-time data visibility across category, account and segment. This also enabled the business to respond to industry and market trends and use consumer insights and point- of- sale data more effectively.

Order data from the predictive order application is stored in Teradata along with pricing, POS, settled Invoices and weather details. A set of complex algorithms uses this information to predict order quantities by outlet and SKU and provides these suggested order amount values to Frontline Sales and Call Center Ordering applications.

Future sales predictions were made using the weather details and events data provided for each location. This also helped Coca-Cola Refreshments to look at new ways to improve sales (for e.g. introduce promotions) based on history order/sales information provided and in-turn the added efficiency in company's manufacturing and distribution process.

The goal of this solution is to drive down the order prediction vs. actual deviation ratio to under 2%, thereby increasing forecasting accuracy, reducing out-of-stock scenarios, improving delivery planning, and ultimately driving down distribution costs..

Category: ICP & ISV Enterprise Intelligence

This award recognizes a partner who has worked with a customer to build a company-wide solution leveraging a Teradata enterprise data warehouse to drive value. Teradata should be the underlying platform for the company's strategic data analysis that is accessed by different departments and a broad user base. The winning submission must be in production and producing positive results/ROI for the customer. Multiple entries will be accepted, provided they are based on different customer implementations.

Winner (ICP): Accenture

Project: Insights Data Lab

Synopsis: Starting in 2014, our customer laid out a vision to go deep within existing geographies and products, go global to offer solutions in adjacent and new markets, and to go individual to serve the holistic needs of an individual. In order to realize this core foundation to achieve success, Teradata convinced our customer they would need a reliable and accessible data and analytic platform. Prior to 2013, our customer's data environment consisted of individual data marts and data repositories spread across the enterprise, which were expensive to run and provided limited vertical views (i.e. silos) of our customer's Information Management Analytics capability. Over the past 3 years, Accenture has assisted our customer in moving from an IM Strategy to the selection of a new platform and the delivery execution of the build out of a new data foundation.

Accenture and Teradata have been working with our customer's Information Management leadership to craft a technology plan for our customer's Corporate Warehouse (CCW) in order to bring a more scalable, efficient, and flexible data platform to support our customer's strategy of bringing analytic decision making to the business units. During 2014, Accenture managed 6 successful CCW releases including Client, Customer, Benefit and Rx and took over the Insights Data Store build out and maintenance. In early 2015, Accenture developed a long term delivery partnership model for 2015 - 2017 which focuses on a continued expansion of the CCW platform, which will include Medical Claims, Provider, Clinical and Grouper Enrichments, as well as Insights Data Store. Additionally in 2015, the first phase of this strategy went into production with the development of the Insights Data Lab.

The Insight Data Lab supports CIMA's analytics requirements including such functions as care member engagements (case management), pharmacy trend analysis, and underwriting. This new solution also enables the support of

over 100,000 ad hoc report requests annually on top of the normal reporting requirements which is part of our customer's daily operational reporting.

Winner (ISV): Fuzzy Logix & Tesco

Project: Tesco Sales Forecasting Analytics

Synopsis: Fuzzy Logix and Teradata collaborated with Tesco, the largest retailer in the UK, to implement a sales forecasting solution for their 3500 stores across 40,000 products. The old forecasting process took one week to run; forecasts can now be run multiple times per day and take into account multiple variables down to the store level.

For example, Tesco can now efficiently stock store shelves based on day of the week and local weather predictions; both have significant impact on customer purchases.

This solution has resulted in substantial cost savings, an increase in customer satisfaction, and a major reduction in food waste. In addition, surplus food is being donated to local charities at a rate of > 10 tons per week.

Category: ICP & ISV Collaborative Revenue

The Collaborative Revenue award recognizes the ISV & ICP who worked with Teradata to influence the largest year-over-year order revenue growth for Teradata technology and services. Teradata selects this winner based on internal metrics to honor the partner with the largest incremental year-over-year Teradata order growth.

Winner (ICP): Wipro Limited

Synopsis: As a leading organization providing information technology, consulting, implementation and outsourcing services, this partner has collaborated with Teradata for nearly two decades delivering enterprise data warehousing, data integration, business intelligence and advanced analytics to joint customers globally.

Revenue growth over the last 12 months was driven by providing customers complete end-to-end solution environments with the Teradata data warehouse and advanced analytics as the foundation.

Winner (ISV): Celebris Technologies

Synopsis: A global leader in Digital Analytics, this company has been a Teradata Alliance Partner since 2009 and was a previous EPIC Award winner. Celebris has collaborated with the Teradata field sales teams around the world. In addition, Celebris has strategized with our engineering and product management teams for more than six years while powering Teradata's Personalized Digital marketing programs. These have all contributed to significant revenue growth for both the partnership and our joint client base.

Celebris collects, contextualizes and delivers data about how customers are interacting across a brand's digital channels including websites, mobile apps, social and streaming media. The rapidly-deployed, tag-free software streams online behavioral data in real-time, or near real-time, into the client's Teradata or Teradata Aster platforms for advanced analytic insights resulting in:

- Increased customer engagement
- Enhanced the customer experience
- Improved business efficiencies

Deployed on more than 30,000 websites worldwide, clients have achieved multi-million dollar ROIs.

Category: ICP & ISV Partner-Driven Wins

The award recognizes the partner who drove the most Teradata wins during the past year.

Winner (ICP): Cognizant Technology Solutions

Synopsis: This American multinational corporation provides custom information technology, consulting and business process outsourcing services. This partner has utilized their deep expertise to help our mutual clients leverage Teradata-based analytic solutions in support of various growth, risk, customer experience and cost optimization mandates. Our world-class partnership leads clients as they modernize their business processes through the use of new analytics, digital, mobile and cloud strategies. Together, we have driven joint wins across most industry verticals.

Winner (ISV): Cloudera

Synopsis: Strategically aligned with Teradata since 2014 and a global leader in Apache Hadoop Distribution, this partner maintains a deep engineering relationship with a joint roadmap, and a shared vision of the ecosystem approach. Teradata and Cloudera are working together so customers can recognize more value with less complexity.

Teradata® Appliance for Hadoop with Cloudera Enterprise is a powerful, ready-to-run enterprise platform that is pre-configured and optimized specifically for Cloudera Enterprise. As a purpose-built, integrated hardware and software solution for big data at scale, the appliance runs the latest software from Cloudera with the additional benefits of enterprise grade reliability that comes from an engineered appliance, all backed by world class customer support from Teradata. By minimizing the number of moving parts required for deployment and operations, the appliance provides the lowest TCO and allows companies to achieve faster time to value by just plugging the appliance into existing infrastructure.