Teradata Peer Advantage

Why join?

Peer Advantage is a network of global business executives, technology professionals, and data professionals having conversations that uncover insights and spark innovation.

In this exclusive community, you'll form connections, grow your career, and advance trusted outcomes for your business while sharing your Teradata experiences with prospects, customers, industry analysts, and media representatives.

Through Peer Advantage, you can engage in a variety of opportunities to connect with other successful professionals to shape the future of cutting-edge innovation in data, analytics, and AI. By leading and participating in eligible program activities, you can also develop your career and attain recognition as an expert while earning business rewards.

Here are a few ways to engage:

- Network and share best practices directly during reference calls, on-site visits, and face-to-face opportunities to help others better understand new data and analytics practices

- Participate in videos and webinars to share innovative new approaches, elevate the profile of your team, attract top talent to your organization, and secure additional resources within your enterprise

- Share your vision as a featured speaker at Teradata and industry events

- Generate positive press coverage for your company through media interviews and news releases

Telling your story inspires others. And, by engaging with a global network of experts, you can uncover new strategies and solutions, too.

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How it works

Peer Advantage is available for an unlimited number of participants from your company, such as:

- **IT professionals**—including architects, data engineers, and data platform owners—can share best practices and efficiencies to benefit organizations across industries

- **Developers and data scientists** can explore the latest technological advances and methods for capturing, harmonizing, and analyzing data

- **Marketing** and line-of-business professionals can discover how to position new analytics and AI capabilities

- **Executives** can inspire their teams and spotlight their organizations with new industry insights and outlooks

Participants from your organization become part of your unique **Peer Circle**. All members have access to a shared dashboard showcasing activities your company has completed and eligible points to use toward rewards. Members decide how they want to participate and when to take part in program activities, including:

- Reference calls/meetings

- Roundtables

- Teradata/industry presentations

- Customer articles

- Analyst interviews/third-party surveys

- Videos/stories

Each Peer Circle has a designated lead who can redeem points on behalf of your organization and nominate new members. Peer Advantage offers a variety of membership options:

- **Option 1:** Rewards. Earn points toward business rewards designed to help your team move forward, like Teradata education and certification; leadership workshops; or air travel to a Teradata Executive Briefing Center (EBC) or Teradata-sponsored event.

- **Option 2:** Cares. Earn points and donate them to the charity of your choice via Teradata Cares.[1]

- **Option 3:** Advocate. Enjoy networking, learning, and professional development through the full range of Peer Advantage activities. This option does not include the ability to earn and redeem points.

How to enroll

Enrolling is easy: First, reach out to your Teradata account team or contact **peer.advantage@teradata.com.** You'll discuss membership options and identify the Teradata solutions you're interested in sharing through the program. Members can review the growing list of activities and rewards at **peeradvantage.com.**
If you're interested in sharing data and analytics best practices, championing trusted AI, and enhancing your professional growth, Peer Advantage is for you.

About Teradata

At Teradata, we believe that people thrive when empowered with better information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. **Learn more at Teradata.com**.

Each Peer Advantage conversation is an opportunity for innovation.

1. Qualifying non-religious and non-political charities must be validated by Teradata Cares or align with your company's charitable organizations.

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