

TERADATA PEER ADVANTAGE

You're the expert.

What are you best in the world at? Leveraging data analytics to get the insights that drive results.

Connections matter.

It's time to find your people. When networking with global business and technology professionals just like you, best practices are shared, new relationships are formed, and the work you do just gets better and better.

Move the needle.

How can you make a difference? Today's information saturation demands a new approach for decision makers. They want to validate ideas directly with peers already pushing boundaries, doing the transformative work of digitizing and modernizing industries.

By telling your story, you'll inspire others. Your hard-earned best practices will help them discover solutions and feel confident in overcoming challenges. Expect to learn from them in return.

Opt in to the action.

Our mission is to provide a variety of ways for you to connect and grow.

Make a difference. Choose to speak directly with other users during reference calls, on-site visits, and face-to-face opportunities.

Speak up. If you appreciate larger audiences, become a featured speaker at Teradata and industry events. At the right times, generate positive press coverage for your company through analyst and media interviews, as well as news releases.

Stand Out. If you want a turn in the spotlight, videos and web seminars will elevate your personal and professional brand - showing how brilliantly you're building for the future.

As a member, you set your level of engagement. The more you and your colleagues participate, the more everyone benefits, because...

It gets even better.

When you engage in program activities, your company earns Peer Advantage points. These get exchanged for business rewards and educational opportunities. As the Primary Peer for your company, you can redeem these points on behalf of anyone within your organization.

Discover the evolving list of activities, privileges, and rewards at PeerAdvantage.com when you enroll.

Take your expertise global.

Become a Peer.



MEMBERSHIP ADVANTAGES

Activities

Sharing your knowledge and connecting with people just as passionate about data-driven insights is easy. View additional options and details at the Peer Advantage website.

You choose when and how to engage.

Eligible Opportunities	Points
Group Reference Call/Lunch	500
Web Seminar	500
Media Interview	400
Video Interview	400
Teradata Press Release	300
Industry/Teradata Event Presentation	250
Analyst Activity	200
Customer Blog	200
Reference Call/Meeting	200

Rewards

As the Primary Peer representative for your company, you redeem points for benefits that can be used by anyone within your organization. View additional rewards and details on the member web site.

Your whole team wins.

Rewards	Points
Air Travel to Teradata Events	500
Hotel Accommodations at Teradata Universe	Varies with location*
Teradata Education	350
Executive Education	Varies by course*
Teradata Executive Briefing Center Hotel	200
Books	25
Teradata Cares Charitable Donation	25

*See PeerAdvantage.com for details

HOW TO JOIN

Enroll at PeerAdvantage.com

Login to the member site at PeerAdvantage.com. Then select the types of activities that most interest you and your team. Your personalized dashboard will begin tracking the points available to your organization.

If your company was an existing member, you'll immediately see your organization's outstanding point balance. If you've chosen a Standard Membership, the full range of business rewards will be available. If you've chosen a Cares Membership, only the Teradata Cares Charitable Donation will be available.

The site is designed to keep you connected and up to date on newly available activities and rewards. Check in often.



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