



Velocity

Accelerating Analytic Innovation



Agenda

- State of the CIO Office in 2018
- Global Experience and Success
- Teradata Velocity Portfolio
- Tools, IP, and Accelerators



Velocity Takeaways

- **IT must** advance their analytics maturity
- **Velocity** services portfolio provides analytic breadth & depth—with speed and direction—across the entire analytics lifecycle
- Encapsulates **tools, IP, and accelerators**
- Proven **global success**

TERADATA.

State of the CIO in 2018

“IT is struggling with what’s coming at them”

....And **IT** is facing:

“
IT organizations understand that IT will
remain relevant only if they are moving
and they are exploiting the wealth of
data and capabilities within their
organizations that will circumvent
IT to get their needs fulfilled.
and product-focused.”

- Pressure to do more with less
- Architectural complexity
- Limited Data Science bandwidth
- M&A activity
- Competitive threats
- Business optimization
- Predictive Analytics
- Artificial Intelligence
- Machine/Deep Learning
- Digital transformation

IDG: State of the CIO – Fall 2018 report - CIO.com

State of the CIO in 2018

“IT is struggling with what’s coming at them”

IT leaders now understand that IT will

“Organizations that don’t move in this direction will find themselves left behind by nimble business organizations that will circumvent IT to get their needs fulfilled”

capabilities within their organizations to become customer- and product-focused.

....And IT is facing:

- Pressure to do more with less
- Architectural complexity
- Limited Data Science bandwidth
- M&A activity
- Competitive threats
- Business optimization
- Predictive Analytics
- Artificial Intelligence
- Machine/Deep Learning
- Digital transformation

A Strategic Partner to Accelerate your Analytics Journey

VELOCITY

Velocity = Speed and Direction

Velocity helps companies **gain speed** and **direction**



by solving complex business challenges

Proven Experience Across the Globe



1,400

Clients
In 77 Countries

5,000+

Consultants
Analytic Business Consulting,
Technology and Data Science

TERADATA.

Discovering New Analytic Insights

95%

analytics practitioner or manager level

44%

held an **executive** role in their industry

Commercial & Open Source

Technology Expertise

Over **500**

Data Scientists

With a mix of SQL, SAS, R, Python & AI/ML skills

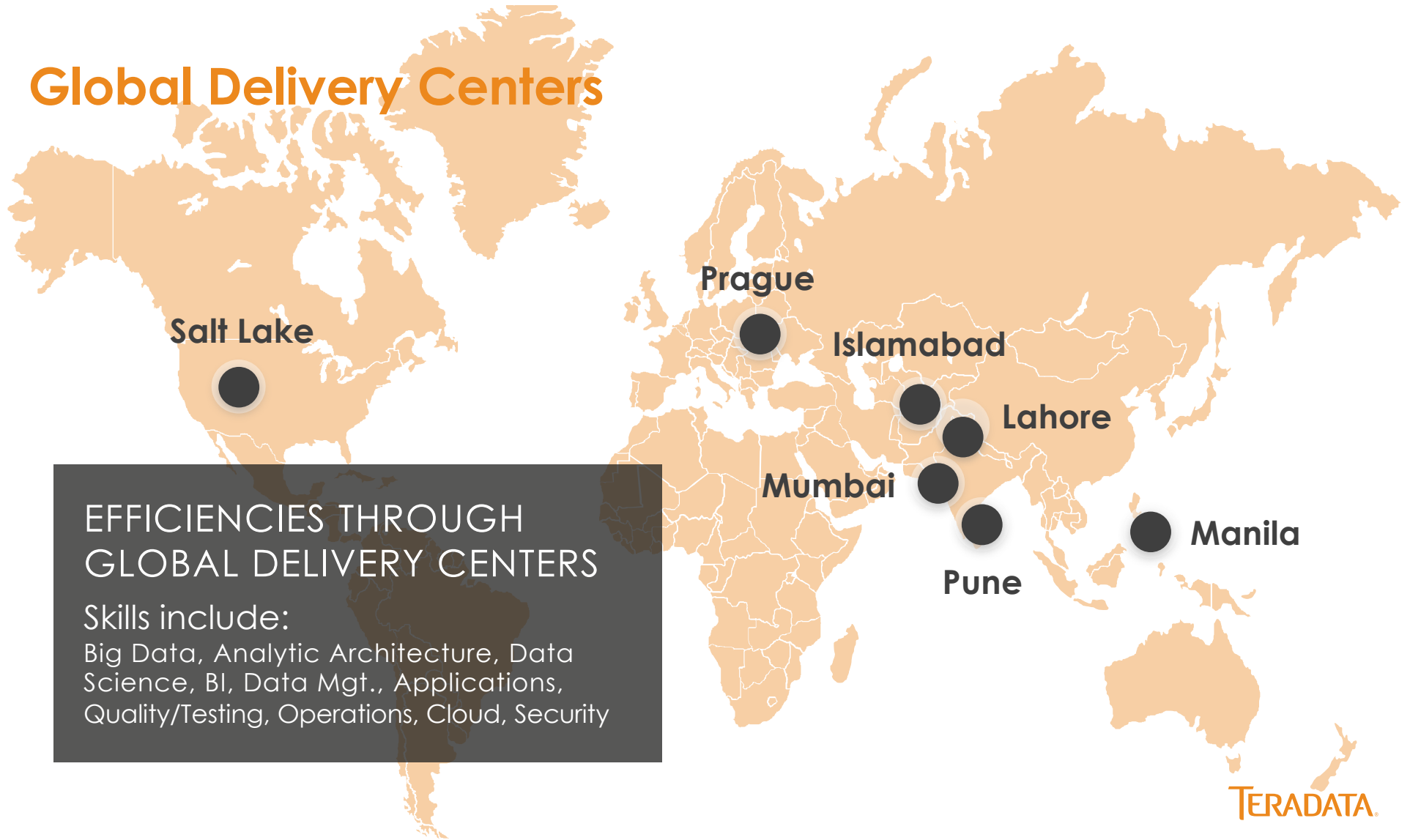
Our Analytics Expertise

Industry/Business Consultants

Technology Consultants

Data Scientists

Global Delivery Centers



EFFICIENCIES THROUGH GLOBAL DELIVERY CENTERS

Skills include:

Big Data, Analytic Architecture, Data Science, BI, Data Mgt., Applications, Quality/Testing, Operations, Cloud, Security

Velocity Breadth & Depth



ADVISE & ARCHITECT

Advise on Business Outcomes
Using Analytics and Data

- Artificial Intelligence Strategy
- Business & Analytics Capability Review
- Business & Analytics Roadmap
- Business & Analytics Governance
- Ecosystem Architecture Definition
- Rapid Analytic Consulting Engagement (RACE)



DESIGN & IMPLEMENT

Enable an Analytic
Ecosystem

- Advanced Analytics & Data Science
- AnalyticOps Foundation
- BI and Data Visualization
- Data Acquisition, Integration
- Data Design and Access
- Data Security and Privacy
- Data Lake
- Data Platform Foundation
- Teradata Applications



OPTIMIZE & MANAGE

Ensure Value Delivery

- AnalyticOps & Optimization
- Business Continuity Operations
- Application & Infrastructure Sustainment
- Managed Database & Application Operations
- Managed Ecosystem Administration
- Elastic Provisioning
- Ecosystem Upgrades & Migrations
- Support Services

Business and Analytics Capability Review

Provides an independent examination of current analytical capabilities, analytic maturity, technology, business processes and people

Delivery - Delivery Accelerators

[Business and Analytics Capability Review Interview Model Diagram Graphic \(DA004470\)](#)

[Business and Analytics Capability Review Deliverable Template](#)

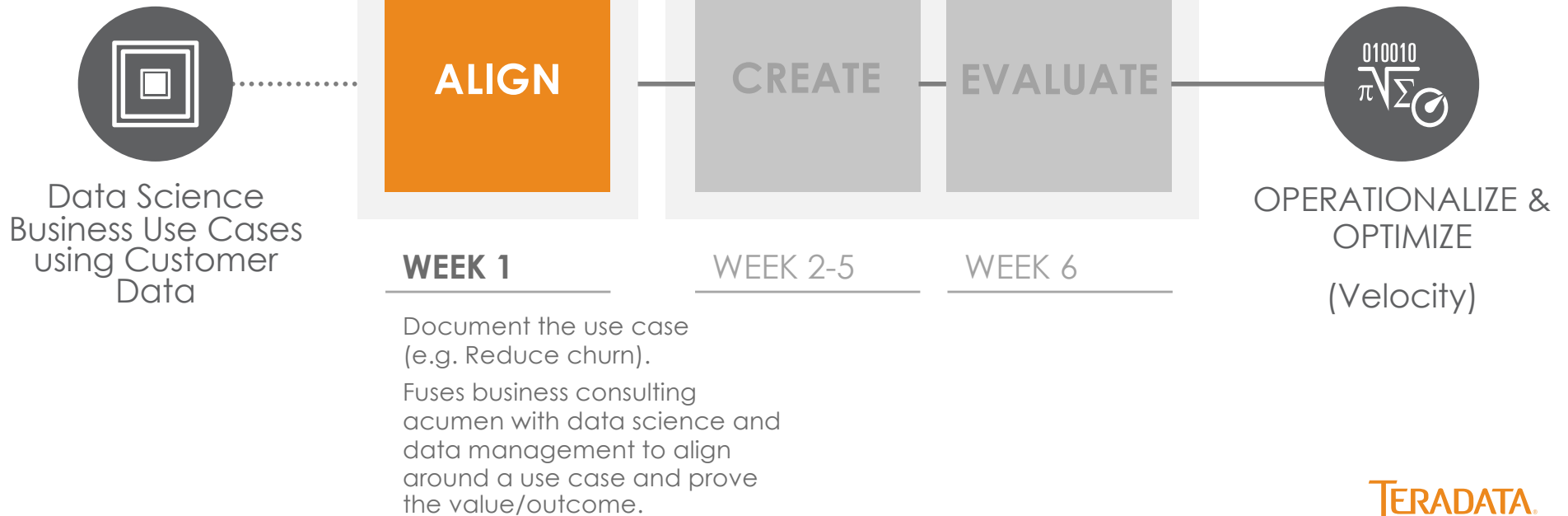
Description		Our Business & Analytical Capability Review benchmark		
	Context	Description	Assessment	Findings and Recommendations
Approach	Business	How well aligned the analytics capabilities of an organization are to its strategy and objectives		
	Agility	Reviews the organization's ability to adapt to changing business circumstances		
	Data	How effective is the data capability of an organization to meet its objectives		
Accelerators/Assets	Business Value	What level of business value is being delivered from Analytics?		
Deliverables	Governance	Reviews the controls, management and processes that enable the analytic capability		
	Culture	How able the organization is to evolve into a data-driven model		
	Technology	How the technology footprint of an organization affects its ability to deliver meaningful analytics		

[Questions \(DA005938\)](#)

Velocity RACE Overview

RACE

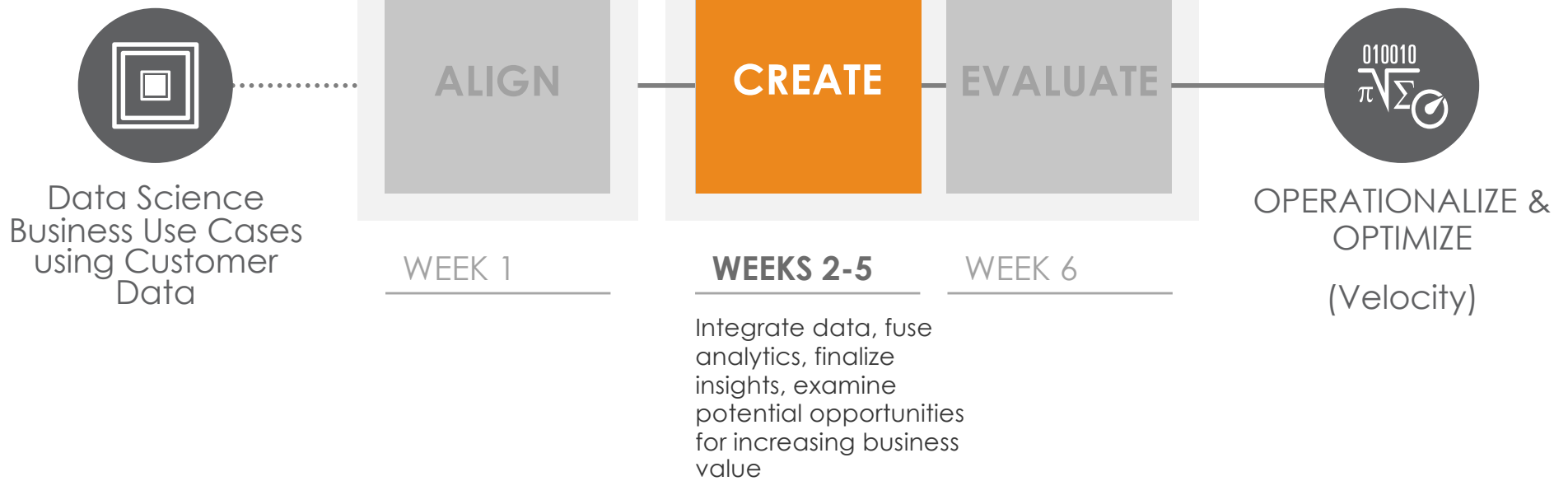
RAPID ANALYTIC CONSULTING ENGAGEMENT



TERADATA.

RACE

RAPID ANALYTIC CONSULTING ENGAGEMENT



TERADATA.

RACE

RAPID ANALYTIC CONSULTING ENGAGEMENT



RACE Examples – Same Client



Call Centre

Path to acquisition | Complaints



Fraud

Multivariate Credit Card detection



Product and Marketing

Path to MyBank | NPS Voice of Customer | Mortgage retention



Digital

Home loan advertising conversion | Digital Application Pathways | Path top purchase, Defection



HR

Staff segmentation | Staff Pathways | Employee Networks



IT

GDW Workload optimisation

Assets and Accelerators



Analytic Models and IP

- Customer Journey
- Finance Foundation
- Product Quality and Maintenance
- IoT Analytics
- AnalyticOps Accelerator

Assets and Accelerators

Tools, Methods & IP

- Industry Logical Data Models
- Solution Modeling Building Blocks
- Teradata Migration Accelerator
- Global Control Framework
- Data Quality Rules Manager
- Data Integration Roadmap
- Kylo - Data Lake Management

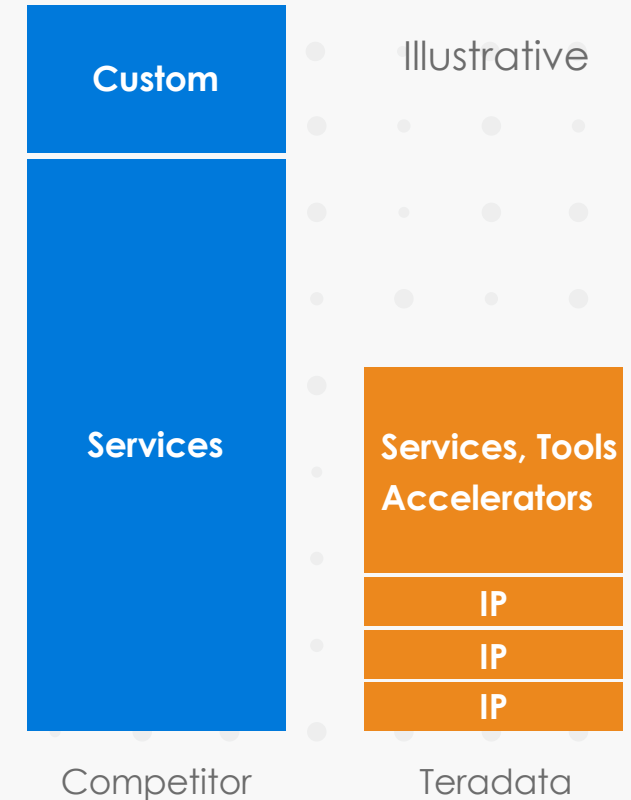


TERADATA.

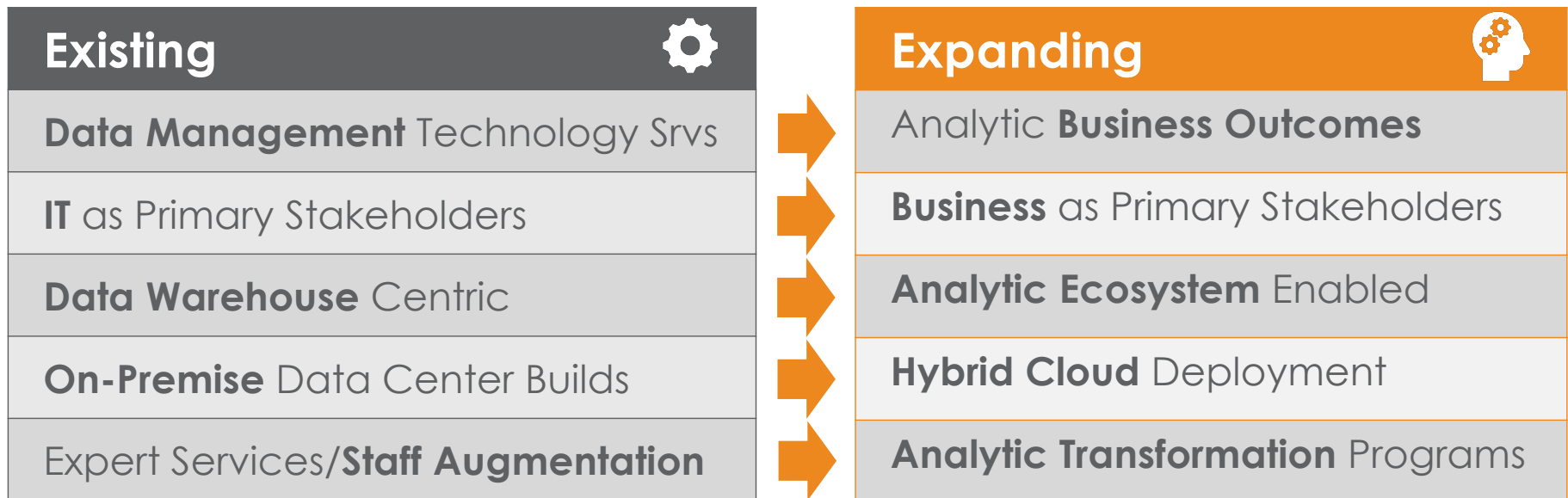
Velocity Benefits

- Reduce Implementation Cycles
- Reduce Risk
- Accelerate Analytic Innovation
- Data Science

Implementation
Time



Evolving Teradata's Consulting Capabilities



Placeholder for Think Big Analytics as Teradata's global business analytics consultancy

- Insert new logo
- Describe merging of several services group into “one team” to deliver business outcomes with data and analytics



Velocity Takeaways

- **IT must** advance their analytics maturity
- **Velocity** services portfolio provides analytic breadth & depth—with speed and direction—across the entire analytics lifecycle
- Encapsulates **tools, IP, and accelerators**
- Proven **global success**

TERADATA.



Teradata Velocity

Accelerating Analytic Innovation

Teradata Velocity services portfolio - a guide to using the right services for the right job

Delete for TIF session

- Velocity is Teradata's Global Services portfolio of high value offers to help companies at any stage of their analytics journey, from advising on analytic strategies and developing analytic roadmaps, to architecting and implementing diverse analytical ecosystems, to optimizing and managing the environment to ensure maximum business value realization. But with such a broad and deep set of services available, how do you zero in on the right mix of services from Teradata Global Services, while assembling the optimal team that combines Teradata's leading practices and IP with the in-depth knowledge your team has developed of your unique environment and objectives? This session will introduce the Velocity portfolio and review real world examples of Velocity service delivery in action.