



BETTER ANALYTICS ARE POSSIBLE

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Apple | Teradata

TERADATA.

# ANALYTICS AND DATA AS STRATEGIC ASSET

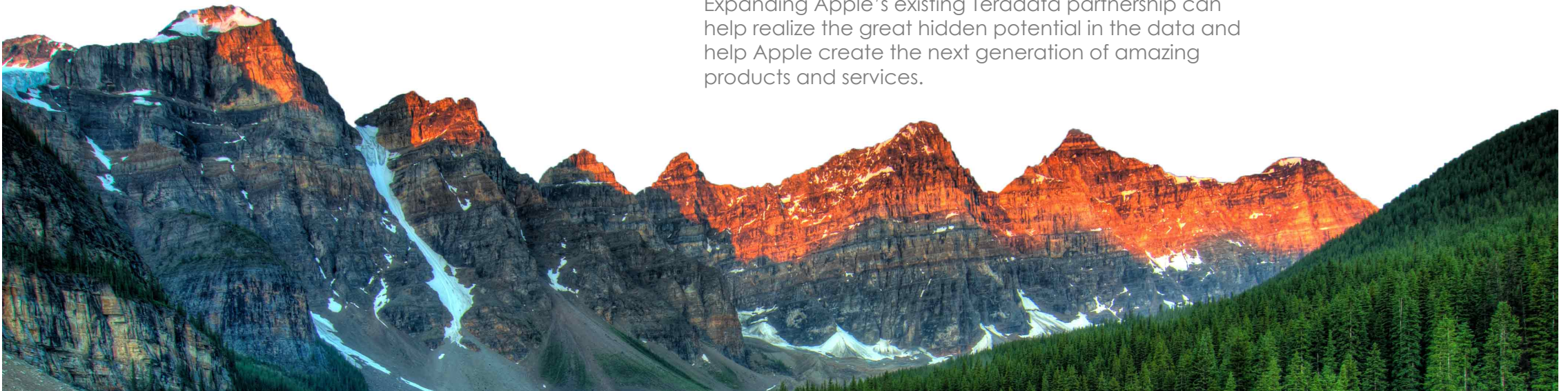
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**Analytics and Data**  
**Unleash the Potential**  
**of Great Companies.**

We believe we have entered an era where connected data and analytics are now a company's most powerful asset. Organizations that consistently drive differentiated value understand data and analytics are required to transform business.

Apple's focus on innovation is the cornerstone of the company culture. This innovation is powered by new data and technologies that propel the business and inform decisions.

Expanding Apple's existing Teradata partnership can help realize the great hidden potential in the data and help Apple create the next generation of amazing products and services.





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A World of Potential Exists in Your Data

## New Insights, New Views

Apple creates products that are innovative, inspiring, and beautiful. With a strong analytics partner, Apple can gain even deeper insights into the customer journey, product and services development, and manufacturing processes.

# CONNECT **ALL** OF YOUR DATA

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Unleash the  
Power of Your  
Data to Realize  
Your Digital  
Future

The truth is, enterprises are not using data and analytics to their fullest potential...to truly differentiate, to outperform, to adapt faster to changing needs...

Intelligently integrating all of your data will enable better business decisions.

Company data has grown exponentially. Analyzing and organizing it can be complicated and overwhelming without a trusted partner and team of data experts.



# CUSTOMER CARE **AMPLIFIED**

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A seamless customer care experience is critical to both customer experience and operational efficiency. As with any product, customers may have issues, and speed to resolution and accuracy has a major impact on customer satisfaction.

Analytics can enable manufacturers to reduce the customer effort required to resolve an issue. Analytics can also assist in the identification and prediction of customer dissatisfaction and address customer concerns before they escalate, improving customer satisfaction while reducing customer care operational costs.

**Data Empowered  
Customer Care**





Find Your Way to  
Deeper Insights and  
Faster Solutions

## CREATING CUSTOMER SATISFACTION

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Net Promoter Scores (NPS) can only expose issues when a sufficient amount of surveys are successfully completed. Surveys are often not enough to give a holistic view of the customer experience. To truly understand how satisfied your customers are, go beyond just measuring a sample of your customers. Easily identify the root cause of customer dissatisfaction by measuring the satisfaction of all customers.



## BREAKTHROUGH CONVERSIONS

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Customers are bombarded with a plethora of choices of products and services in a single category. Once a prospective customer is engaged, don't let them abandon. By detecting and acting on customer changes identified through analytics, potential "churners" are more easily exposed, empowering you to act quickly on those identified changes.

Cut Through the Noise  
and Get Answers



## CONTINUE TO THINK DIFFERENT

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Apple's dedication to delivering excellent products and superior customer experiences is a philosophy that other companies try to emulate. Moving forward the stakes around deploying data and analytics have never been higher. We are your partner. We are big thinkers. We are boosters of your potential to create 'the next-big-thing'.

Let's Discuss the Possibilities.



TERADATA.



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