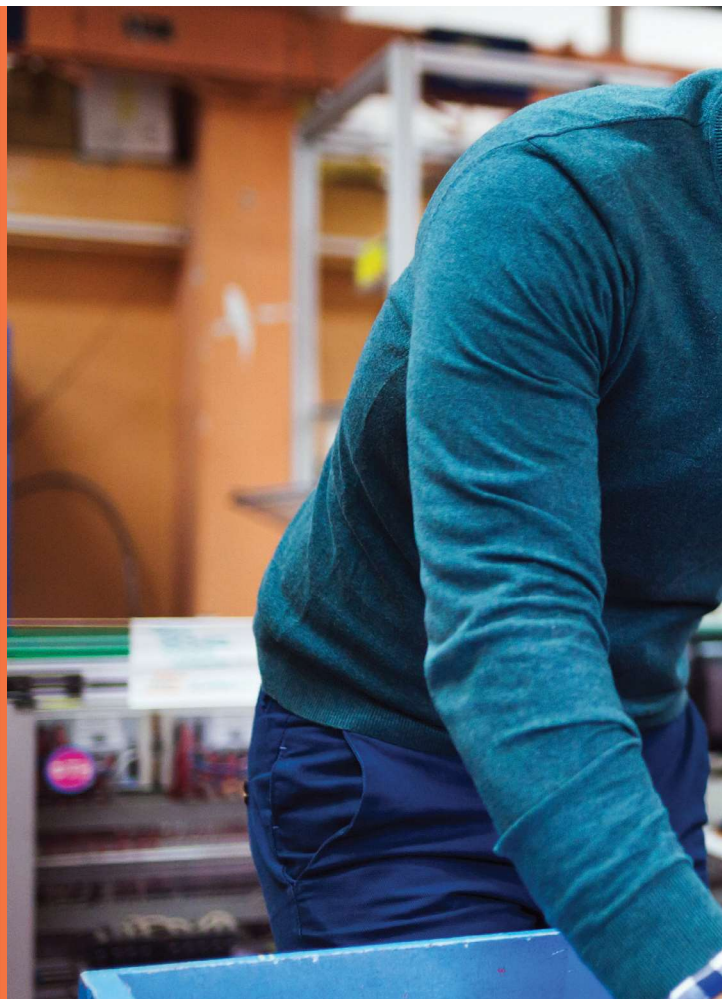


TERADATA BRANDVOICE

BUILDING A BETTER WORLD THROUGH DATA



BY MARTYN ETHERINGTON

Imagine a hospital that's able to direct staff to the most critical patients proactively and reduce healthcare costs through remote monitoring and prevention. Imagine a car company that's able to connect internal engineering groups, external repair shops and customer-facing on-board systems to predict and prevent accidents. Imagine an environmental organization that's able to forecast natural disasters, track their impact and strengthen the resilience of communities in their wake.

Companies and government agencies used to depend on "hunches." Now, they're able to make better decisions because data gives them answers they can act on.

Lives saved, accidents avoided, natural disasters predicted: all this is made possible through the power of data. Data helps companies make better decisions, but it can also transform how businesses work and people live.

How? We'll start by looking at the forces that have shaped this new world of data.

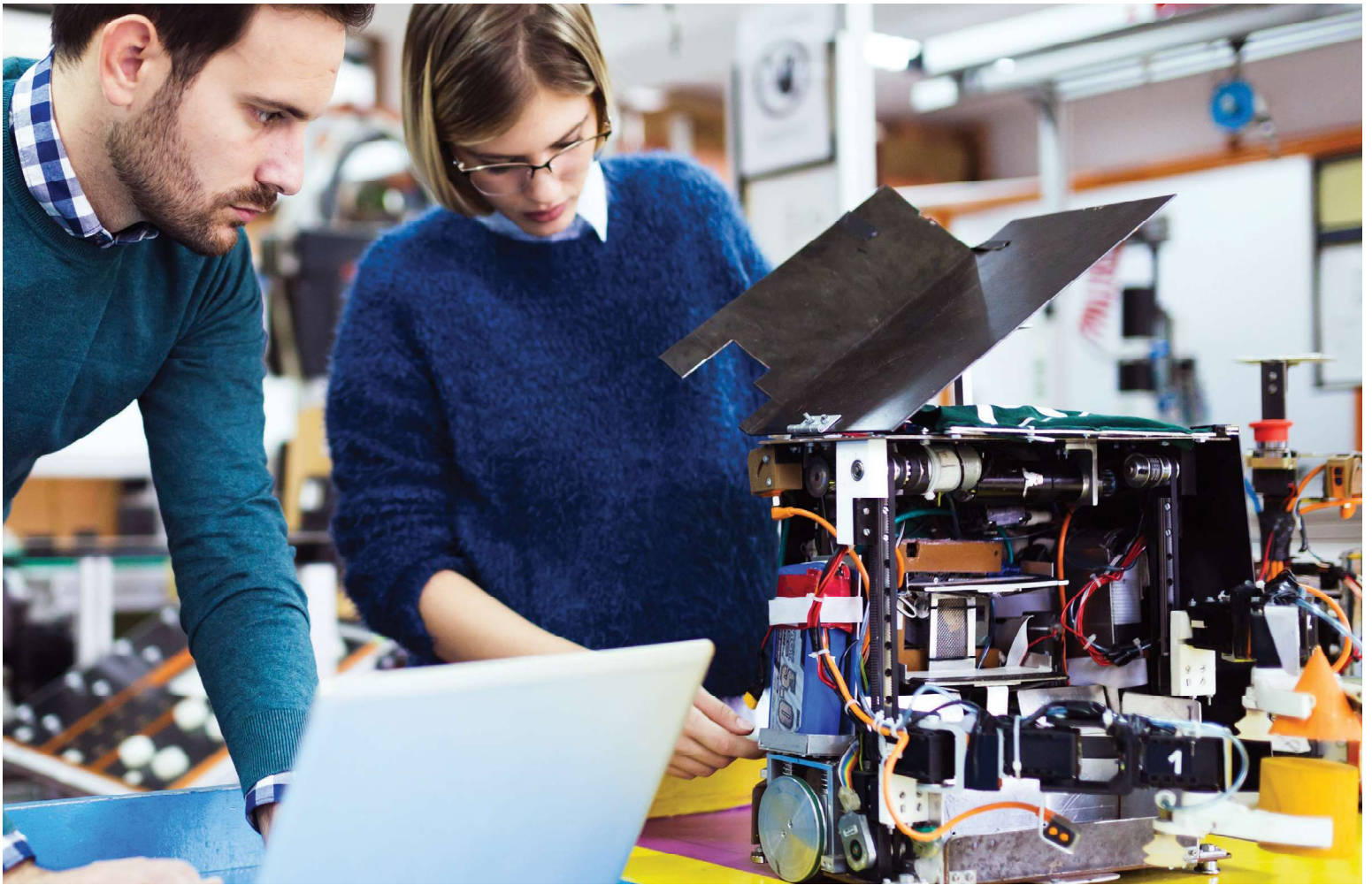
4 TRENDS DOMINATING THE NEW WORLD OF DATA

Data and analytics are no longer the by-product of business; they *are* the business. The forces shaping this new world of data certainly affect our organizations, but they go well beyond the boundaries of the individual business itself.

1. DATA PROLIFERATION

New data sources — like digitization, social media and ever-expanding IoT devices — coupled with low-cost storage are driving exponential data growth.

"Now, we have to stitch our traditional flow of data together with unstructured information from all our channels, like web-logs, chatbots and call centers," a representative from Swedbank tells Teradata. "All that data now needs to be combined, so we have that 360 perspective — and a deep history — of our customers."



2. CONSUMERIZATION OF ANALYTICS

As complex software is increasingly consumerized, users expect to be easily able to ingest, access, analyze and consume data and insights. Consumers demand to see — and be able to act on — information that’s personalized to them.

Successful companies have the tools to meet these demands by giving consumers more information and more control over the data they generate.

3. ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Advances in artificial intelligence and machine learning have created a new expectation from customers about how quickly and intelligently data can be processed.

“No one else looks quite like you. No one else has the customer kind of needs and expectations that you have, which means we have to deeply personalize at scale,”

an executive from U.S. Bank tells Teradata. “Every business line, every function, every touchpoint can be enabled and made better with AI.”

4. SECURITY AND PRIVACY

Increases in regulatory controls and public backlash to bad actors are impacting data ownership and privacy and security needs.

The more we use data, the more thoughtful we need to be about how we use it. After all, the same data-driven forces that allow us to serve our customers better also shape our politics, our societies and our environment. And it’s incumbent on businesses to harness that power and put it to good use.

THE PROMISE OF DATA: EXPECTATION VS. REALITY

We hear a lot about the promise of data, and the outlook *is* promising.

DATA CAN UNLOCK MORE CREATIVE, UNEXPECTED APPROACHES TO SOLVING OUR BIGGEST PROBLEMS.

Consider Volvo's effort to develop "death proof" cars – using data and real-time analytics to improve safety features exponentially. Oxford University's Saïd Business School, meanwhile, is modernizing academic research practices, leveraging AI and machine learning to analyze findings, create models and maximize the potential outcomes of business insights.

We know data can be used to our collective advantage (or disadvantage). That leads us to a problem even the most innovative, data-driven companies face: the gap between the promise of data and the reality of applying it.

According to a Teradata Global Survey, only 25% of business decision makers said they have the skills to access and use intelligence from analytics without the need for data scientists. In other words: three quarters of business decision makers feel they don't have the staff or the skills to put their data to use.

The frustration with analytics is palpable. That means we need to apply best practices for the way we capture, use, and act on our data — not just for the sake of our individual organizations but for the sake of our environment, governments, infrastructures and societies.

RETHINK WHAT YOUR DATA CAN DO

Organizations know that a) they have massive amounts of data and b) they can use it to improve their customers' experience or, through operational optimization, impact their bottom lines. But take a moment to pull back and look at the big picture: What can data do to make entire societies happier, healthier and more productive?

Let's, once again, imagine the organizations that thrive in this new world that's driven by data. Hospitals can better serve their own patients, while also developing innovative treatments that benefit all of us. Car companies can protect their own drivers, while also protecting drivers of all cars, everywhere. Environmental groups can prepare communities in nearby counties and far-flung countries for weathering natural disasters.

When your organization creates a better data-driven experience for your customers, it sets the bar higher for everyone. We can use data to create better organizations, but we can't lose sight of the bigger opportunity — doing good with data to build a better world. ■

MARTYN ETHERINGTON IS THE CHIEF
MARKETING OFFICER OF TERADATA.





PUTTING DATA **TO** **BETTER USE**

So, what does it take to make our data more effective?



VISIBILITY

When you get a holistic view of your organization's data, you avoid the proverbial blind spots, and your organization can innovate with confidence.



FLEXIBILITY & ADAPTABILITY

Data analytics tools should be flexible enough to leverage data anywhere it's captured, stored and deployed.



SCALE

Instead of being afraid of the velocity, volume and variety of data being generated, organizations must learn to welcome it.

At Teradata, we rise above the complexity, cost and inadequacy of today's analytics landscape, and we enable our customers to do the same.