

Analytics by the Business, for the Business

Teradata Think Big Analytics: Accelerating Your Analytics Journey



06.18 EB9883 THINK BIG ANALYTICS

TERADATA[®]



We Are Teradata Think Big Analytics.
We Design, Deliver, Optimize
and Manage Advanced Analytics
Ecosystems, End-to-End and at Scale.

In the digital age, companies that create the most value with their data win—period. That's true across a wide range of industries and for every critical business function. But many companies can't get past the "analytics gap," which prevents them from converting data and insights into actual business value.

The world's best-known brands and top-performing companies turn to Think Big Analytics to win with data. Why? Because we don't stop at uncovering data-driven insights, but rather enable companies and empower users to generate business value through better decision making. And we know how to use the most innovative capabilities, like artificial intelligence and machine learning, to generate deeper and more precise insights that advance the business. That's how we help companies turn their biggest challenges into their highest-value opportunities and greatest competitive strengths.

From Data to Insights to Value

Only Think Big Analytics combines executive-level strategic thinking with hands-on technology expertise and executional firepower to unleash the full power of data and analytics for breakthrough performance gains across the business. Specifically, services and solutions from Think Big Analytics enable companies to:

- Create personalized customer experiences
- Make operational excellence the new normal
- Transform finance to boost the bottom line
- Innovate products before competitors
- Identify and mitigate serious business risks
- Optimize the value of critical business assets



Think Big Analytics: One Team. One Mission. Many Possibilities.

Because winning analytics programs look different at different companies, Think Big Analytics delivers a powerful combination of services through a single organization.

What's the Think Big Analytics difference? A powerful combination that's unique in the industry:

- Senior-level strategic thinkers, innovators and industry experts who understand how better data and advanced analytics can solve core business problems and how to create entirely new, data-driven business models
- Teams of technologists, data scientists and analytics practitioners that roll up their sleeves and do the dirty work of design, implementation and optimization in the highest-performance analytics environments using the right mix of commercial and open-source technologies

That's how our solutions can generate value faster and sustain tangible results more predictably over the long term.

Analytics Consulting and Data Science Focused on Delivering Better Results Faster

Defining analytic strategies and roadmaps and accelerating time to value through data science and visualization, the Think Big Analytics team solves the biggest, trickiest and most complex business problems with the most advanced and sophisticated analytics solutions.

Establishing the Technology Foundation

Through high-powered architectures and hybrid ecosystems, our enterprise data pros architect, integrate and manage data platforms across hybrid cloud analytical ecosystems and high-powered environments that can launch the business forward.

Driving Ongoing Success

Optimizing system availability, eliminating risks and applying best practices in systems management—that means world-class maintenance and higher performance for analytical platforms and ecosystems.

In everything we do, the goal is to solve problems faster and create value sooner—delivering tangible results in weeks, not months.

Why Think Big Analytics for Data and Analytics Services

The best-known brands in the world trust Teradata and our Think Big Analytics consulting arm to deliver better business outcomes and sustainable value from their data assets. Building on our history as a leader in analytics to drive business outcomes and Cloud enablement, our customers now turn to us as their trusted advisor in defining innovative, technology-enabled strategies that harness the power of advanced analytics and data science to solve the most urgent business problems.

Industry Expertise & Domain-Specific Solutions:

Based on deep industry knowledge and decades of experience, our solutions are tailored for the unique needs, issues and opportunities of individual companies. Our industry-specific data models, process accelerators and Velocity approach result in bigger value sooner—period.

The industries we know best:

- Communications, media and entertainment
- Energy and natural resources
- Financial services
- Healthcare and life sciences
- Manufacturing
- Retail
- Travel and transportation

Global Presence:

Our 5,000+ consultants support 1,400 clients in 77 countries, with global delivery centers covering all major business hubs around the world.

The Industry's Strongest Team:

We combine diverse resources—data scientists and engineers, business consultants, industry experts and visualization engineers—to deliver the expertise and solutions our clients need, precisely how, when and where they need it. Our experience with real-world, front-line business and technology issues is unparalleled—a unique combination of formidable business acumen, a proven ability to deliver complex programs and deep technical knowledge.

Virtually all of our business and industry consultants have acted as analytics practitioners and managers. Nearly half have held executive roles in their industry, and many have worked for systems integrators. This comprehensive set of services and hands-on know-how mean we can identify the highest-value business use cases and create the analytics ecosystems and toolsets to generate the value.

Flexible, Collaborative & Client-Centric Approach:

Our passion, pragmatism and ability to align IT and the business help ensure real problems get solved—and stay solved. Our services help companies at every maturity level of analytics—from the most innovative to those seeking to go beyond the basics. Our vendor-agnostic approach takes advantage of all available data, and existing tools (commercial and open source) to advance the organization's analytic capabilities.

The Teradata Track Record: Results on the Bottom and Top Lines



200%
increase in
customer spend



\$3M
saved by closing gaps
in member care



20%
increase in customer
retention



\$1M
saved via identifying
high-risk churners

Teradata Customers Include:

11
of the top 20
healthcare companies

18
of the top 20
global commercial and
savings banks

13
of the top 20
manufacturers

14
of the top 20
travel and transportation
companies

19
of the top 20
telecommunications
companies

18
of the top 20
global retailers

The top 6
airlines

Deep IP and Accelerators:

Teradata's research and development capability and legacy as a data and analytics company give us an edge with hundreds of reusable assets and deployment-ready code that accelerate technology deployments for specific use cases, industries and functions. These assets include:

- IP framework—a library of ready-to-use IP to identify and align the highest value business use cases
- Industry logical data models—foundational blueprints including logical and physical elements for using the data you already have in integrated data warehouses
- Solution modeling building blocks—semantic models for flexible and repeatable industry-specific analytics
- AnalyticOps accelerator—a framework to manage model development, deployment and the full analytics lifecycle

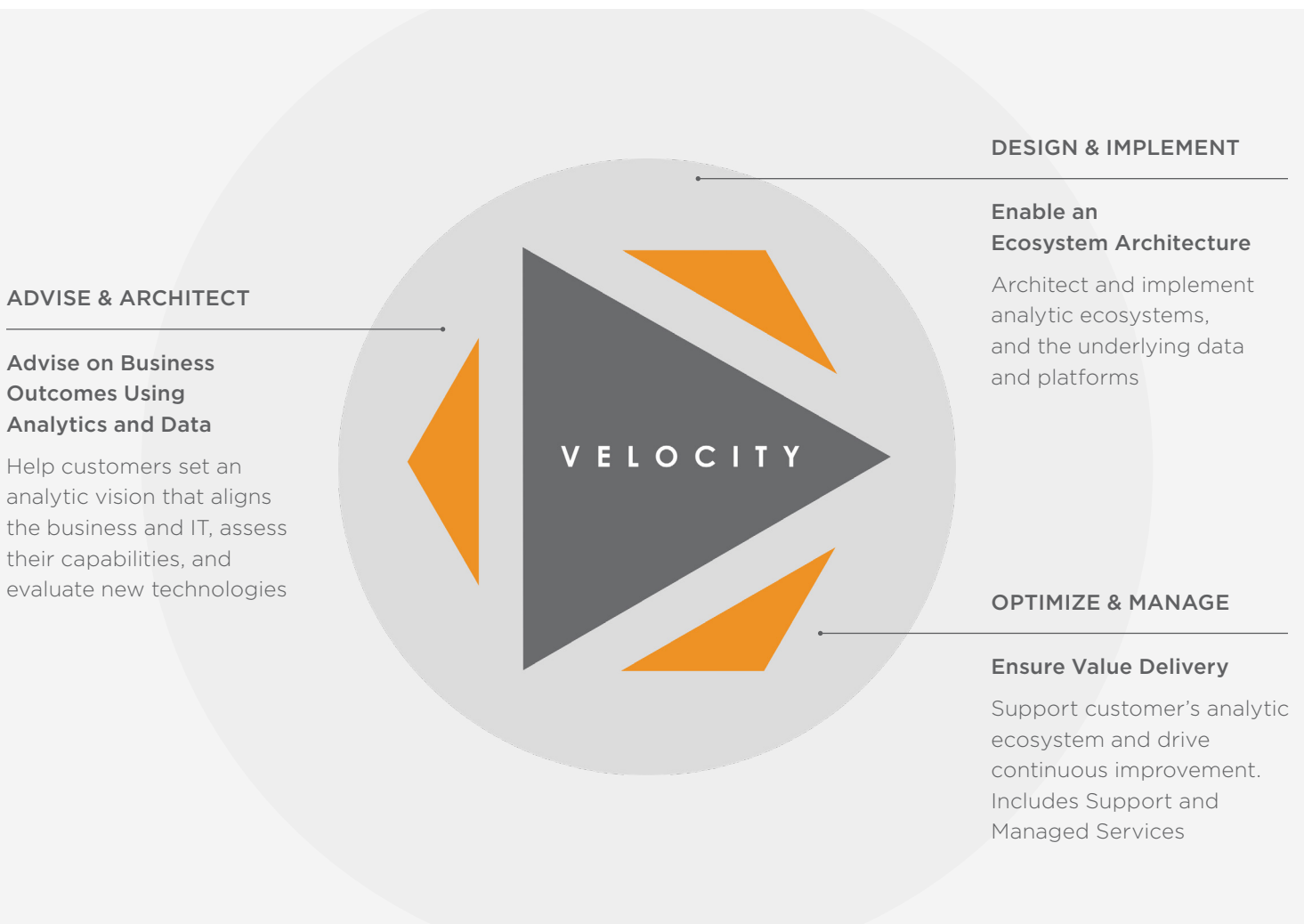
Plus, our ongoing cross-functional support, maintenance and training that help advance the organization past common data and analytics challenges to analytics self-sufficiency.

Teradata Velocity: Speed and Direction in Pursuit of Core Business Goals

Velocity, our portfolio of high-value services, uses a systematic approach to analytics strategy and deployment, industry blueprints and solution modeling building blocks to align business strategies, technology, people and processes and generate high-impact business outcomes.

This set of services—and our approach to delivering them—is based on Teradata's long history of successful client engagements and a proven path to value. As your organization embarks upon its analytics journey, no matter the scope and complexity of your business challenges, our Velocity services take the complexity and guesswork out of deploying advanced data and analytic solutions to solve tough problems.

We always put business objectives before technology selection; our solutions are based on the best technology for the job, mixing Teradata technology with open-source components and other leading toolsets.



Our Velocity portfolio of services is comprised of three strategic categories that reflect the typical lifecycle of effective data and analytics programs and capabilities:

1. **Advise & Architect:** Aligns IT and the business with a long-term analytics vision and the strategic course to near-term value—defining precisely how better data and actionable insights achieve business goals
2. **Design & Implement:** Establishes the foundation and architecture for effective analytics ecosystems consisting of a diverse mix of commercial and open-source technologies, with blueprints and models for underlying data streams and platforms to advance performance
3. **Optimize & Manage:** Comprehensive support and managed services to drive continuous improvement and sustain advanced analytics performance across essential data platforms and applications

AnalyticOps Foundation: A Factory Approach for Systematic Deployment and Management of Data Science Models

From the inability to rapidly get models into production and poor data quality, to model degradation and limited data science resources, Think Big Analytics' AnalyticOps Foundation service helps companies overcome common data science challenges and pitfalls that limit real business impact. Think Big Analytics' pros take the lead and oversee the environment to:

- Set a clear data science vision and roadmap
- Create an enterprise infrastructure and process for building, deploying, managing and consuming analytic models
- Support monitoring of modeling accuracy including champion challenger scenarios

The end result? Innovation enabled across the business, at scale and in a repeatable way.

Wherever your organization is in its analytics journey, and no matter the scope and complexity of your business challenges, our integrated, high-value services that comprise the Velocity portfolio drive better outcomes, faster by operationalizing leading practices in data management, data science, business intelligence, data visualization and services delivery excellence.

Advise & Architect:

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

Design & Implement:

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

Optimize & Manage:

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





Strategic Program Management: Driving Results and Boosting ROI

Stakeholder alignment, effective communications and high rates of end-user adoption are difference makers in delivering high returns on analytic investments. Beyond keeping projects on time and on budget and workstreams aligned, Teradata's strategic program management approach helps ensure project objectives are met and the full value proposition is realized.

It's about ensuring the business takes full advantage of new capabilities and insights, fostering data-driven cultures and promoting informed decision making at every level of the business. Mentoring, training and knowledge transfer—in our experience, helps solve the hardest problems and delivers the most value.

Our solution development approach balances the best of both the Agile and Waterfall deployment worlds—applying these principles and techniques based on project scope, type of solution, unique company environments, skill sets and project management requirements. The Teradata Agile approach combines multiple discrete frameworks and processes—Scrum, Kanban, Data-Driven Design, Pattern-Driven Development, Test-Driven Development, and Program Management practices—to deliver better solutions faster. It's also tool-independent and completely customizable to support any architectural design.

Depth and Breadth Across the Analytics Lifecycle: Think Big Analytics and Velocity Bridges the Gap

To summarize, regardless of your analytic challenges or data complexity, Think Big Analytics and our Velocity services will deliver analytic innovation faster and at scale.

Let's Talk

Ready for better business outcomes? Looking to advance your company's analytics capabilities?

Contact us: **[Teradata.com/Contact](https://www.teradata.com/Contact)**

Learn More and Get Inspired

Consulting: **[Teradata.com/Consulting](https://www.teradata.com/Consulting)**

Case studies: **[Teradata.com/Resources](https://www.teradata.com/Resources)**

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