

HAS YOUR ORACLE DATA WAREHOUSE LET YOU DOWN ... AGAIN?

FOUR COMPELLING REASONS TO SWITCH FROM ORACLE TO TERADATA NOW

TERADATA®

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HUNDREDS OF ORACLE CUSTOMERS MOVING TO TERADATA

Large numbers of Oracle data warehousing customers, composed of thousands of Oracle instances, have migrated to a Teradata solution and are now enjoying greater business value and competitive advantage as a result. Representing nearly every industry, from consumer packaged goods to financial services to healthcare and beyond, the companies that have moved to Teradata have experienced dramatic gains in business value that more than justify the cost of migration.

Why do established Oracle customers continue to move year after year to Teradata? Why do companies with large Oracle infrastructures that continue to use Oracle broadly for applications and online transaction processing (OLTP) choose Teradata for data warehousing and advanced analytics?

Today, no one doubts that data is the cornerstone of competitive advantage. Businesses must leverage their data warehouses and advanced analytics infrastructures to increase efficiency, reduce costs, drive business value, and more. To meet the demands for timely, accurate, and flexible access to data, IT organizations must empower end users with self-service business intelligence.

If this is your company's goal, is your Oracle data warehouse and advanced analytics solution meeting your needs? For many long-term Oracle customers, the answer is no. They've found that the flexibility, scalability, and performance needed to meet their goals may be difficult to achieve with Oracle and Oracle Exadata Database Machine.

That's why an increasing number of organizations are re-evaluating their existing Oracle data warehouse infrastructures and are making the decision to migrate away from Oracle. They've learned that the Teradata® data warehousing solution was architected from the ground up to deliver the analytics capabilities companies need for today's strategic data warehouse.

Here are four major signs that it's time to migrate from Oracle, including Exadata, to a Teradata solution:

- 1. You can't get the answers you need when you need them**—Back when you first implemented the Oracle solution or upgraded to Exadata, your business users were probably happy to get new reports and information they didn't have before. But that was then. Now, when there's an operational problem or a potential market opportunity, your business can't afford to wait days or weeks to respond. You need answers in minutes. If business users are unable to ask new, more in-depth questions of your data rather than just relying on canned, preset reports, it's time to migrate to a solution that can handle any question quickly and easily.
- 2. The cost of your Oracle environment is increasing exponentially**—As organizations attempt to grow their Oracle data warehouse implementations in size or complexity, they often must purchase significant amounts of new hardware, software, or storage to achieve satisfactory performance. In addition to acquisition costs, all that technology must be tested and maintained. Add Exadata's complex multitiered architecture to the mix and now your IT staff must tune and maintain many different moving parts, from the database to the storage layers. The result is an ever-increasing administrative burden on your IT personnel and a bigger hole in your budget. Because the Teradata solution requires the fewest database administrators per terabyte and offers the best data-to-disk-space ratio, as reported by IT research and advisory firm Gartner, you keep your operational costs low.

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“If you are spending millions of dollars to buy the Exadata system (excluding support costs), what you will get is a lot of hardware that attempts to mask deficiencies that exist in the database.”

—Krish Krishnan
Sixth Sense Advisors Inc.

3. Your IT department is missing its promised service-level goals—When IT staff can't deliver on time or can't meet performance goals, it impacts the entire business. The limitations and complexity of the Oracle solution, especially Exadata, make it extremely difficult for IT personnel to be responsive to the dynamic needs of the business. From the time spent maintaining and tuning the Exadata infrastructure to the effort to balance workloads in the face of performance deficiencies, IT departments have little time or budget left over for developing new applications and deploying new capabilities that deliver increased business value.

4. You're hitting the limits on what Oracle can handle—Have you hit Oracle's limit on the number of users, the complexity of questions being asked, or the volume and types of data you can analyze? The Oracle Database was built for transaction processing and was not architected to handle large data warehouses efficiently and scale effortlessly for expanding and complex analytical workloads. Even with Exadata, the core database architecture has not changed and continues to be a limitation. By turning to a more scalable solution that was designed from the ground up to handle complex analytical workloads, you won't have to limit who in your business has access to data they need.

When you move to a Teradata data warehousing environment, your business can ask any question at any time. By tapping into the power of all your data, your business users can get rapid answers to real-time operational issues, in minutes instead of days or weeks. With Teradata, you get the benefits of knowing more about your customers and your business, so you can do more of what's most truly important.

Teradata has a long and successful track record of managing migrations from Oracle and can help you determine the business case for complementing your operational Oracle infrastructure with a Teradata data warehouse solution. From proven processes to automated tools and seasoned data warehouse specialists, Teradata has what it takes to achieve a simple and effective transition.

So go ahead—make your move and learn more about why Oracle customers have made the choice to migrate to Teradata. Visit www.Teradata.com or contact your Teradata account representative today.



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