Teradata Industry Analytic Schemas (iAS) Product Portfolio

ACCESS-LAYER PRODUCTS THAT SPAN ACROSS KEY INDUSTRIES

What are the Industry Analytic Schemas?

Each product within the iAS portfolio consists of a business-driven, industry-focused set of analytical schemas designed to support and accelerate development of your analytic environment.

The predefined schemas are highly flexible to meet the growing needs of the business. They support atomic, historical, and aggregate level detail that can be used for slice and dice types of analytics. You can modify, extend, and customize the schemas to fit your business functionality and analytical requirements.

The iAS products provide analytic, foundational schemas that are accessible to business and technical users alike, and to a diverse range of data sources. Industry dimensions, facts, and analytical data sets represent some of the analytic schemas included in these products, which are intended to support and accelerate development of your analytic solution environment and can become the backbone of your analytic environment.

The iAS portfolio of products is aligned with, but technically distinct from, the corresponding Teradata industry data models (iDMs). Therefore, facts, dimensions, and other iAS structures can be traced back to the iDMs.

Initial availability of iAS products include financial services, retail, and communications industries. Additional products will be available soon for healthcare, manufacturing, and travel.

iAS Drives Business-Focused Benefits

Rapidly drive analytics for industry-focused business functions:

- Based on predefined high-value business questions
- Reflects business-oriented use cases and analytic capabilities
- Aligned to predefined Teradata industry data models

Benefits of iDM and iAS Together

The products are complementary and address two key areas in the data architecture:

- Data integration
- Data analytics

They can be used as separate products fulfilling a specific need in the data architecture or together as a broader portfolio:

- iDM: data integration, enterprise coverage, business information models, business rule driven, core layer
- iAS: data analytics, business question focused, business insight driven, slice and dice, access layer

Built on a consistent set of standards and comprehensively organized by subject areas.

Easily extendable template models continuously updated to meet the everchanging needs of today's dynamic business environments.
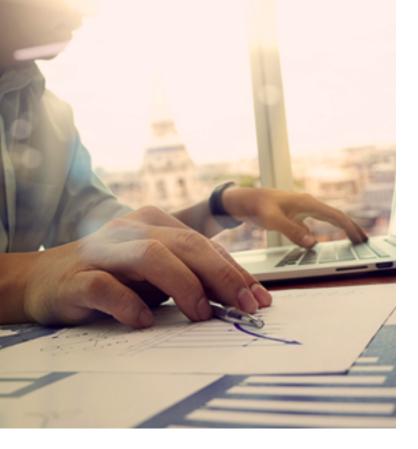
Natural alignment exists between iDM generalizations and iAS specificity that benefits mapping during client implementation, e.g.:

- Party to broker, patient, payer
- Event to payment, shopping transaction

iAS provides business outcome insights that encompass a subset of iDM business scope. Coverage increases with each new iAS release.

Flexibility to build dashboards and analytic reports using BI tools of choice:

- Interoperate with big data/Hadoop and analytic model sources
- Well suited for agile development
- Agnostic to platform, data warehouse maturity architecture, and BI tools
- iAS used as accelerators:
    - Rapidly address drill-through, ad-hoc, and advanced analytics business requirements

Gain consistency in results by reducing data redundancy.

For More Information

To learn more about the Teradata Industry Analytic Schemas, contact your Teradata representative or visit Teradata.com.