

Teradata AppCenter Enables Self-Service

Analytics and Discovery for the Entire Enterprise

Deriving value from data analytics and discovery across a company is among the most important success factors in today's economy, regardless of industry. The consensus of leading analysts and executives is that enabling self-service and reuse within analytical environments are critical factors for success. The ability for users to rapidly develop and share analytics across the enterprise is becoming a necessity in today's analytical environments.

Teradata AppCenter provides a self-service environment that enables the easy creation and reuse of analytics on Teradata Vantage™. The AppCenter is comprised of numerous prebuilt features that allow data scientists and developers to build, share, and deploy analytics across the Vantage ecosystem. Non-technical users can run apps, visually study results, and share insights. The apps are easily accessed and deployed on-premises or in the cloud.

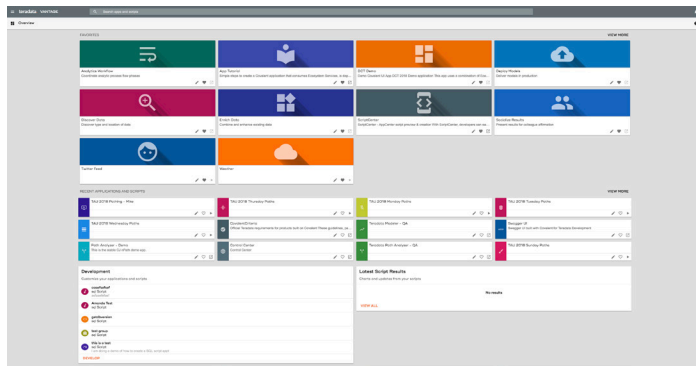


Image: A view of the Teradata AppCenter

What is an App?

An app is a short-lived process that queries data in Vantage and returns a result. It optionally generates a visualization, stores results in the AppCenter for viewing, and can be scheduled or run repeatedly with consistent results. (See image, page 2).

Apps are written in a number of standard programming languages, including SQL, BTEQ, Java, and Python. Other languages, such as R, are coming shortly. These apps can be created in numerous standard Integrated Development Environments (IDEs). The apps are containerized and published into AppCenter. Companies' existing containers can be imported and leveraged within AppCenter.

What is the Teradata AppCenter?

- Create apps in SQL, Java, BTEQ, Python, and other languages
- Query Teradata Vantage
- Configure apps to run with new data
- Parameterize apps when launching
- Visualize results through charts and graphs
- Share results between users to encourage collaboration
- Enable the easy administration of data access and usage
- Deploy on-premises or in the cloud

Teradata AppCenter is shareable across the enterprise

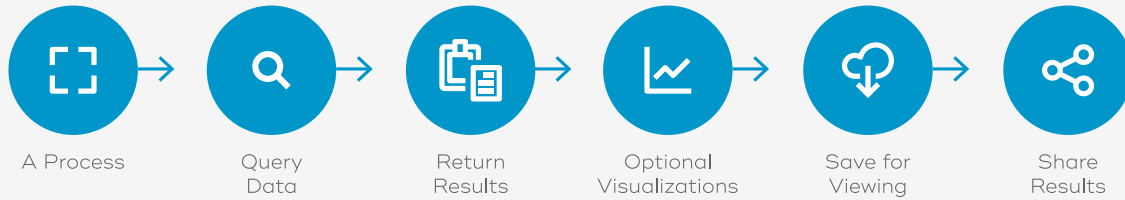


Image: What is an App?

Platform Extensibility

Teradata AppCenter has been architected to be flexible and extensible. If your company has developed applications, or microservices and utilize processing engines within docker containers outside of the AppCenter framework, AppCenter can leverage them! The extensibility of AppCenter allows companies to easily import existing docker containers into AppCenter and leverage them with Teradata Vantage. This allows your company to take advantage of existing investments, and easily manage them within the robust AppCenter framework while leveraging the power of Teradata Vantage.

Why Teradata?

With all the investments made in analytics, it's time to stop buying into partial solutions that overpromise and underdeliver. It's time to invest in answers. Only Teradata leverages all of the data, all of the time, so you can analyze anything, deploy anywhere, and deliver analytics that matter most to your business. And we do it on-premises, in the cloud, or anywhere in between. We call this pervasive data intelligence. It's the answer to the complexity, cost, and inadequacy of today's analytics. And how we transform how businesses work and people live through the power of data. Get the answer at [teradata.com](https://www.teradata.com).

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