

Teradata Vantage™ Delivered As-a-Service

Maximize Value from Enterprise Analytic Investments

In today's data-fueled world, analytics are quickly becoming the new basis for competing and winning. Making smarter, faster, more insightful decisions is how the best companies break from the pack to become the brand names we all know and admire.

Setting a New Standard

Teradata Vantage™, the platform for Pervasive Data Intelligence, sets a new bar for analytic integration. Vantage is the leading hybrid cloud data analytics software platform that enables customers to use any tool, any language, and all their data to deliver answers that matter.

Vantage simplifies analytic ecosystems by integrating analytic functions and engines together. Customers need not worry about where data resides or how to access it. Vantage supports multiple data types and works with a variety of languages and workbenches to ensure a personalized user experience for business analysts and data scientists.

Addressing Key Requirements

The reality of modern business is a set of increasingly challenging operational requirements in the journey from inputs to insights:

- Exploding data sources, volumes, and types
- Mandates to minimize data center footprints
- Growing preference for operational over capital expense
- Pressure to move quickly and accommodate change
- Acute shortage of budget, time, and talent

To address these needs, many enterprises are looking to **cloud deployment** to modernize their analytic infrastructure, accelerate time-to-value, and reduce financial risk—as well as offload non-differentiating tasks and enable in-house resources to focus on answers, not IT.

Unlocking New Value

Enter Teradata Vantage delivered as-a-service the easiest, most efficient way to get top-tier cloud analytics while offloading non-differentiating infrastructure tasks.

As-a-service subscriptions include Vantage software, high-performance infrastructure, and environment management in one convenient bundle. Teradata Cloud Operations handles software patches, version upgrades, performance reporting, support ticket resolution, and daily backups.

As-a-Service Business Benefits

With as-a-service, Teradata manages the performance, security, availability, and operations of the analytics infrastructure:

- **Performance:** Customers choose the type, size, and location of infrastructure most aligned with workload and data sovereignty requirements—including Amazon Web Services (AWS), Microsoft Azure, Teradata Cloud, and Customer Cloud.
- **Security:** Security is the number one priority. Customers get dedicated environments and data is encrypted both in motion and at rest. Recurring third-party audits demonstrate compliance with the GDPR, PCI, HIPAA, SOC 1 and 2, and ISO 27001.
- **Availability:** Teradata contractually guarantees 99.9 percent availability for as-a-service environments through a service level agreement, enabling higher productivity and more satisfied users.
- **Operations:** Teradata Cloud Operations handles infrastructure-level tasks including monitoring, patches, and daily backups so customers can focus on getting the most insight from their data.

Elevating and Accelerating Outcomes

Whether the use case is production analytics, test and development, quality assurance, discovery analytics, or disaster recovery, Vantage delivered as-a-service enables customers to accelerate business value.

Advantages include:

- **Speed:** Unlocks productivity through rapid spin-up, elastic scalability, and on-the-fly data labs for discovery analytics
- **Consistency:** Uses the same software everywhere, making it easy to migrate workloads between on-premises and cloud
- **Privacy:** Provides peace of mind via audited security and compliance with key industry regulations
- **Scalability:** Empowers rapid growth of compute and storage resources to align with changing business needs
- **Portability:** De-risks deployment decisions through license portability and the freedom to move when desired
- **Financial Clarity:** Simplifies budgeting via predictable subscription pricing with no hidden fees

Customer Success

Numerous customers illustrate strong market adoption of Teradata's as-a-service offerings. A sampling of enterprises includes:

- **Best Buy**, a consumer electronics retailer with over 1,000 locations and \$42B in revenue
- **Live Nation and Ticketmaster**, a global entertainment company and ticket retailer with \$13.5B market value
- **Mercado Libre**, an online marketplace operator including Latin America's top e-commerce site with \$30B market value
- **Meredith**, a media conglomerate with magazines, television, and radio stations with over \$2B in revenue
- **Monsanto**, a multinational agrochemical and agricultural biotechnology corporation acquired by Bayer in 2018 for \$66B
- **Pepsico**, a global food, snack, and beverage corporation with \$186B market value
- **Procter & Gamble**, a consumer goods corporation with over \$275B in market value
- **Sasol**, a South African integrated energy and chemical company with \$22B in revenue

- **Siemens**, a German conglomerate and Europe's largest industrial manufacturer with \$100B in market value
- **Whole Foods Market**, "America's Healthiest Grocery Store" with 500 locations acquired by Amazon in 2017 for \$13.7B

Key Differentiators

There are several differences that separate Teradata from alternatives.

- **Vantage** is the only software of its kind, offering full integration with preferred tools, languages, and analytic engines. It enables customers to build, test, and deploy analytics using all their data.
- **Software consistency** enables customers to leverage previous Teradata investments without having to recode software, retrain employees, or rework operational procedures.
- **Deployment flexibility** empowers customers to consume wherever desired, including AWS, Azure, Teradata Cloud, and Customer Cloud. Competitors typically have different versions across environments or fewer options, such as being public cloud only.
- **License portability** provides the flexibility to migrate workloads across a hybrid cloud analytic ecosystem. Portability yields operational agility and de-risks architectural decisions. Customers can adjust at any time as needs evolve, never feeling locked in.
- **Expert services** provided by Teradata Consulting and integration partners offer unique capabilities to architect, implement, and manage analytic ecosystems across hybrid cloud environments.
- **Market leadership** is ultimately what sets the company apart from all others. Gartner ranks Teradata as #1 in all of the Critical Capabilities for Data Management Solutions for Analytics.

About Teradata

Teradata leverages all of the data, all of the time, so you can analyze anything, deploy anywhere, and deliver analytics that matter. By providing answers to the complexity, cost, and inadequacy of today's analytics, Teradata is transforming how businesses work and people live. Get the answer at Teradata.com.

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