



# Flexible Cloud Pricing

Technology and market conditions change quickly, which can leave enterprise customers with stranded data analytics investments if their software fails to provide enough flexibility to evolve with the times. Through decades of catering to data analytics needs spanning dozens of business cycles, Teradata understands deeply what is required for firms to extract the most value from their data.

That's why Teradata has simplified pricing for our as-a-service offers. Now your organization has even easier options for trying, using, and gaining advantage from data analytics in the cloud.

## Presenting two flexible cloud pricing options for Teradata Vantage delivered as-a-service:

### Blended Pricing

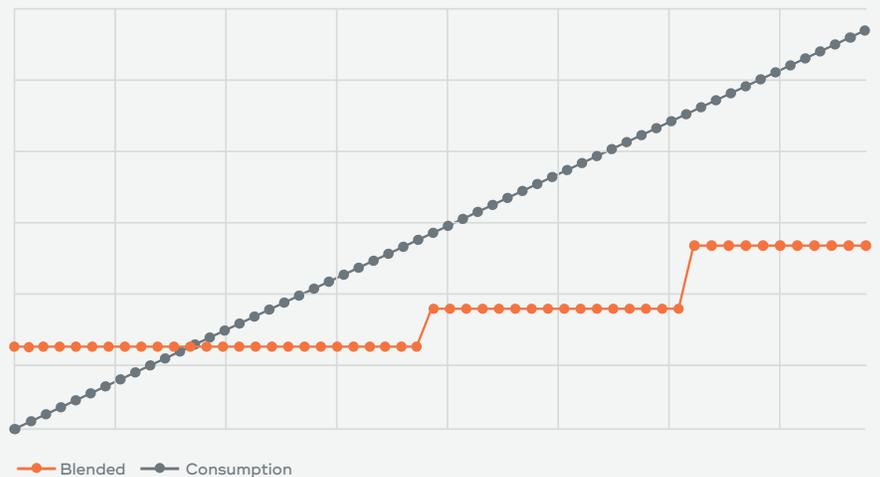
is an enterprise-class pricing model that couples low-cost, predictable reserved compute capacity with on-demand elasticity in which you pay only for compute resources used or activated, plus storage. Unlike legacy alternatives that force you to pay full-time for any peaks in usage, Teradata's Blended Pricing enables you to get cloud elasticity when needed while also benefiting from the lowest cost at scale.

### Consumption Pricing

Zero down—pay only for what you use. This pricing model is an innovative, usage-based option with automatic elasticity in which you pay only for compute resources consumed for successful queries, measured down to the kilobyte by user, plus storage. Unlike capacity-based alternatives determined by whether compute instances are turned on or off, Teradata's Consumption Pricing is strictly a function of usage. You need never worry about utilization, system sizing, or resource status since Teradata manages them, and you do not pay for what you do not use. For a true risk-free experience, there is even an on-demand, no-obligation option.



Comparing Blended Consumption Pricing



## Key features of both Blended and Consumption Pricing

	Blended	Consumption
<b>Choice, flexibility &amp; freedom</b> Critical in times of rapid change and economic uncertainty	●	●
<b>Focus on answers, not IT</b> As-a-service subscriptions offload non-differentiating tasks	●	●
<b>Dynamic resource allocation</b> Workload Management lets you prioritize users & control spend	●	●
<b>Lowest cost at scale</b> Vantage scales linearly and gets increasingly efficient	●	
<b>Pricing predictability</b> No billing surprises or sticker shock	●	
<b>Granularity</b> Incremental scaling translates into not paying for what's not needed	●	
<b>Only pay for what is used</b> Align data analytics investment with business outcomes		●
<b>Automatic elasticity</b> No need to worry about sizing, saving time on capacity planning		●
<b>Cost allocation</b> Easy and fair departmental chargeback of data analytics costs		●

### Teradata has an appropriate cloud option regardless of a company's use case(s) ranging from small to large:

- **Department:** Light usage during business hours with powerful, automatic elasticity to handle surges in demand
- **Business Unit:** Consistent, moderate activity each day for multi-genre advanced analytics spanning cross-functional data sets
- **Enterprise:** Heavy and constant usage requiring query response time guarantees, sophisticated workload prioritization, and the absolute lowest cost at scale

Teradata offers two simple and flexible cloud pricing models—Blended Pricing for the lowest cost at scale and Consumption Pricing for a true pay-as-you-go, usage-based offer.



“ Some organizations have seen upwards of 3-5X higher costs than originally projected...Time wasted. Budgets impacted. Migrations disrupted. It doesn't have to be this way.”

– McKnight Consulting Group

Analyst firm Gartner predicts that by 2022, 75 percent of organizations using cloud data management systems will experience budget overruns, prompting those firms to reduce flexibility and elasticity to overcome the challenge, thereby negating the primary benefits of deploying in an agile cloud environment.

Likewise, McKnight Consulting Group writes about the pricing approach of cloud-only providers, stating that, “Some organizations have seen upwards of 3-5X higher costs than originally projected...Time wasted. Budgets impacted. Migrations disrupted. It doesn't have to be this way.”

The ability for Teradata customers to choose the most appropriate pricing model for each data analytic workload facilitates financial guardrails and improves return on investment. For more information, go to [www.teradata.com/pricing](http://www.teradata.com/pricing).

## About Teradata

Teradata is the cloud data analytics platform company, built for a hybrid multi-cloud reality, solving the world's most complex data challenges at scale. We help businesses unlock value by turning data into their greatest asset. See how at [Teradata.com](http://Teradata.com).

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