Teradata Vantage on Google Cloud

Go from Analytics to Answers

Teradata Vantage™ on Google Cloud is an advanced software platform that unifies analytics, data lakes, and data warehouses, all in the cloud. Vantage uses 100 percent of available data to uncover real-time business intelligence at scale. Users can see all data from across the entire organization in one place, whenever it's needed.

Optimize workload performance and costs by scaling compute or storage as needed. Join with and query data in Google Cloud Storage, Hadoop, on-premises, and more. Integrate with preferred data pipeline, business intelligence, and visualization tools. Migrate workloads with low risk between on-premises and Google Cloud because it's the same software everywhere.

Get answers quickly without moving data or writing complex code. Delegate performance, security, availability, and operations to Teradata with an as-a-service subscription on Google Cloud.

As-a-Service Offering

Vantage on Google Cloud is a managed offering for analytics at scale. It provides secure, scalable, single-tenant environments in which Teradata provisions and maintains the Vantage system. Subscriptions include Vantage software, Google Cloud infrastructure, and environment management.
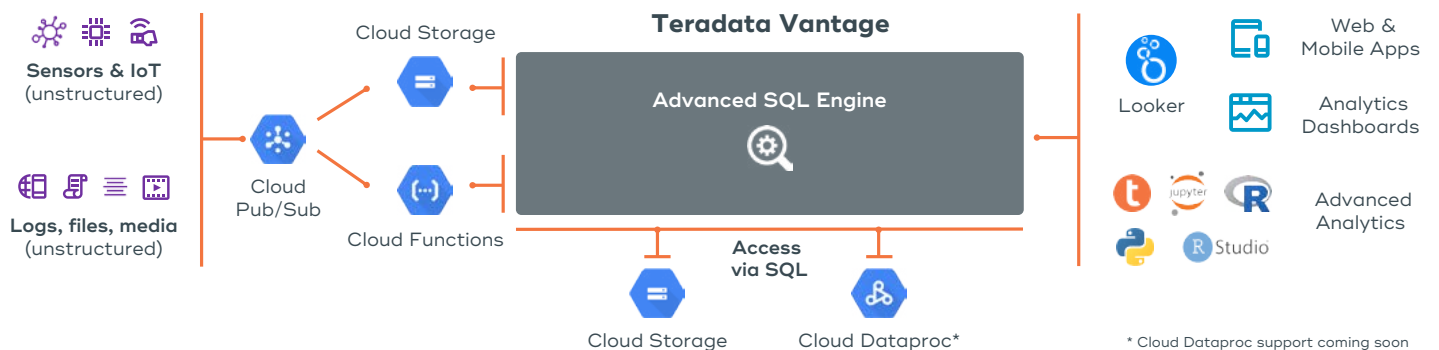
Your Tools, Your Way

Vantage supports R, Python, Teradata Studio, Jupyter, RStudio, and any SQL-based tool. Connect seamlessly with support through plug-ins, extensions, and connectors. Leverage existing investments without re-coding to minimize risk.

De-Risk Decisions

Vantage offers license portability between on-premises and the cloud. That means no more locked-in licenses, no more penalties or fees for making a change, and no more limits on the ability to extract answers from data.

Unified Environment

Vantage combines descriptive, predictive, and prescriptive analytics using SQL, R, and Python with autonomous decisioning into an integrated platform. Use all available data for the best possible answers without needing to move data.

Key Benefits of Vantage on Google Cloud:

- Enterprise security and audited compliance
- Encryption of data in motion and at rest
- Service availability guarantee for 99.9 percent uptime
- System maintenance and patch management
- Easy scaling through the console or API calls

Figure 1. Teradata Vantage Integrates with Many Google Cloud First-Party Services.

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Use Teradata Vantage on Google Cloud to solve complex analytical challenges.

Use Case	Requirements	Key Benefits
Production Analytics • Fraud detection • Churn mitigation • Sales personalization • Asset maintenance optimization and risk reduction	• Performance and reliability at scale • Ingestion of different data types from various sources • Support for popular tools, technologies, and services	• Run concurrent queries using data in Google Persistent Disk and Google Cloud Storage • Use 100 percent of available data to deliver unified analytics without having to move data • Integrate with favorite tools and technologies such as Informatica, Looker, MicroStrategy, Qlik, Tableau, and more • Choose from myriad prebuilt analytic functions including path, pattern, and attribution
Test and Development or Proofs of Concept • Temporary, full-feature systems	• On-demand environments • Support for popular tools, languages, and processes	• Run test/dev workloads on Google Cloud separate from on-premises production environments • Spin up a fully-functional proof of concent environment on Google Cloud and turn it off when done • Build with preferred tools and languages (e.g., SQL, Python, R, open source, commercial)
Discovery Analytics • Explore fresh data sets • Join owned with partner data	• Rapid deployment in a secure environment • Consistent software with production systems	• Empower business analysts and data scientists to load and join data on their own on Google Cloud • Try new ideas fast without disrupting operational environments or requiring multiple levels of approval
Business Continuity • Disaster Recovery	• Independent from test/dev • Cost-effective, scalable solution	• Separate compute and storage on Google Cloud to create an agile, cost-effective DR solution • Coming soon: Teradata Disaster Recovery as-a-Service (DRaaS) using Google Cloud infrastructure
Cloud Migration • License portability from on-premises to the cloud and multi-cloud	• Modernized analytics ecosystem • Optimization of existing investment • Reduced migration risk	• Transfer on-premises Teradata software licenses and analytic applications as-is • Rightsize systems by starting small and scaling only when needed • Coming soon: Move to cloud on any timeline with DRaaS on Google Cloud to back into the migration

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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