Managed Services: Delivering Reliable, Sustainable, Highly-Available Analytic Ecosystems

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Business and IT leaders are discovering that data and analytic success requires their companies to work with a proven third-party company that can provide scalable analytic solutions that leverage 100 percent of data to deliver answers and create better business outcomes.

Businesses across all industries are recognizing the importance of data and analytics in bringing rich insights and answers that fuel better and faster decisions. Faced with overwhelming volumes of data that continue to grow, increased business demand, and a shortage of specialized skills, IT leaders are increasingly turning to external service providers. These providers are tasked with delivering the right people, processes, and tools to achieve productivity and efficiency, while improving the end-user experience. Many business and analytic teams need an expert resource they can rely on to implement, manage, and maintain a robust solution with operational excellence. Or, they may look for a fully managed solution to free up internal resources for key strategic projects.

Teradata Managed Services Drives Analytic Value

At Teradata, we believe that data and analytics drive high-impact business outcomes and unleash the potential of great companies. Teradata® Managed Services provides Teradata experts, field-tested processes, and best-in-class tools to help organizations gain competitive advantage and drive business value through a reliable, sustainable, and highly available analytic ecosystem.

From rock-solid database and application operations for your development and production environments to ongoing development and sustainment of your applications to evolve with your business needs—Teradata can support your DevOps needs.

Teradata® Managed Services provide the right people and skills, processes, and tools to help organizations drive business value and maximize business outcomes through a robust analytic ecosystem.

Essential Service Components

In one IT survey after another, respondents report difficulty finding people with appropriate analytic and big data skills. Teradata Managed Services fills the personnel gap with expert resources that help customers manage, maintain, and support the entire analytic environment through three major components:

Agile Application Management

- Working with Teradata or your own data scientists to deliver end-to-end management of data integration, business analytics and analytic applications. Extend your initiatives beyond initial development using optimized lifecycle management techniques for your ongoing Analytic Factory.

- Continuous delivery methodology leveraging DevOp principles as an alternative to retained staff-augmentation and traditional minor-major release models.

- Preventative and perfective maintenance processes to reduce application defects and incidents by deploying a comprehensive framework for application management, sustainment, and optimization. Utilizing a well-structured "Demand Management" mechanism for rationalizing and prioritizing all improvement/maintenance requests, as per your company's requirements. We accomplish this with processes and tools, including use of Teradata's proprietary Kanban Visual Task boards.

Managed Database and Application Operations

- Optimize day-to-day operations of your development and production systems to enhance and sustain the analytic ecosystem environment—including data integration, data warehouse table build, business intelligence (BI) and visualization processes, and Teradata application processes.

- Proactive monitoring using the latest machine learning and artificial intelligence (AI) capabilities to correlate events.

- Teradata database administration expertise, like none other

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- Continuous performance improvement and queries to improve business outcomes.

- Highly specialized application and database optimization services, including in-depth systematic assessment to isolate, triage, and address performance improvement opportunities in the analytic ecosystem.

Managed Ecosystem Administration

- Administering routine operational activities across the Teradata® Vantage platform regardless of location, whether on-premises, public, private, or customer cloud.

- Day-to-day operations of infrastructure on which analytic applications are deployed regardless of location, whether on-premises, public, private, or customer cloud.

- Administering all tools within the analytic ecosystem, including data integration technologies, third-party BI tools, analytic and streaming tools, and Teradata applications.

The Teradata Difference

Teradata Managed Services speeds time-to-value and ensures that your analytic ecosystem is reliable, sustainable, and highly available. This lets you derive real business value from your data and analytics. Benefits are delivered through:

- **The right people:** Certified Teradata experts with access to internal resources and the right on/offshore blend of resources, including research and development (R&D), engineering, communities of practice, and partner ecosystems, based on your needs.

- **The right processes:** Robust, field-tested best practices, culled from hundreds of worldwide engagements, help optimize development cycles, enhance data integration processes, and ensure data availability. Our Service Management and Transition Management functions ensure oversight and provide value through continuous process improvements.

- **The right tools:** Specialized monitoring, automation, and tools to deliver operational excellence. DevOps toolchain to move end-user requests from idea to production.

- **The right value:** We provide highly-automated, risk-mitigating operations that optimize performance, thus reducing the total cost of ownership on even the most complex analytics platforms.
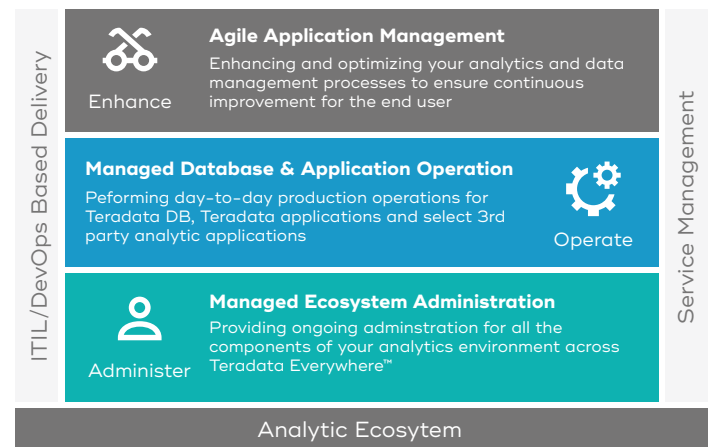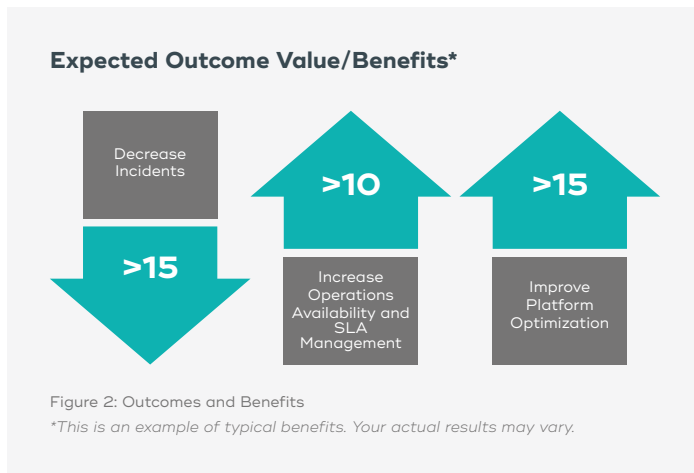
Business Outcomes & Benefits

Figure 1: Teradata® Managed Services

Teradata Managed Services optimizes your analytic ecosystem to ensure an end-to-end solution that delivers the most high-impact business outcomes. We serve the most demanding customers in every industry—delivering operational excellence with our world-class people, process and tools.

As an expert extension of your team, you'll experience:

- Greater productivity and efficiency.

- Improved end-user experience, meeting or exceeding your SLAs.

- Freeing up internal resources so they can work on critical activities.

- Faster deployment to production.

- Reduced incidents through proactive management and permanent fixes.

- Data loaded accurately and on time.

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Expected Outcome Value/Benefits*

Decrease Incidents

>15

>10

Increase Operations Availability and SLA Management

>15

Improve Platform Optimization

Figure 2: Outcomes and Benefits

*This is an example of typical benefits. Your actual results may vary.

Expert Resources for Your Analytic Ecosystem

Advanced analytic ecosystems require expert resources to perform the tasks and deliver results that today's businesses demand. We have an extensive list of customer references who are happy to speak with you and share their results and successes. Teradata empowers companies to achieve high-impact business outcomes. With a portfolio of business analytics solutions, architecture consulting, and industry-leading big data and analytics technology, Teradata unleashes the potential of great companies.

About Teradata

Teradata transforms how businesses work and people live through the power of data. 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 approach to analytics. Get the answer at **teradata.com**.

Global Consumer Goods

End-to-End Ecosystem and Operations

Challenge

- Needed a "Consumer 360-degree view" approach for data consolidation, campaign management, BI, and integration with key consumer touchpoints such as email, SMS, and web.

Solution

- Teradata Managed Services provided end-to-end operations support, covering a broad technological scope.

- Supported Information Technology Infrastructure Library (ITIL) best practices for key ITIL roles (e.g., Service Delivery Manager, Release Manager, Incident Manager, Problem Manager, Escalation Manager).

Outcomes and Beneftis

- Optimization measure logging 95 percent plus for past 9 months.

- Backup archive and restore (BAR) optimization with online backup and revamp of net backup policy. Brought backup SLA down by four hours and ensured elimination of table blocking.

- Introduction of "Road Map"—a comprehensive activity list for application and service delivery improvements, enabling Managed Services to define and plan activity priorities with better control of activity.

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