

# How to make data your greatest asset

To maximize the value of your data, you need to put it at the center of your business.

## 1 MOVE FROM **Business unit-focused**

Data is restricted to a single business unit.

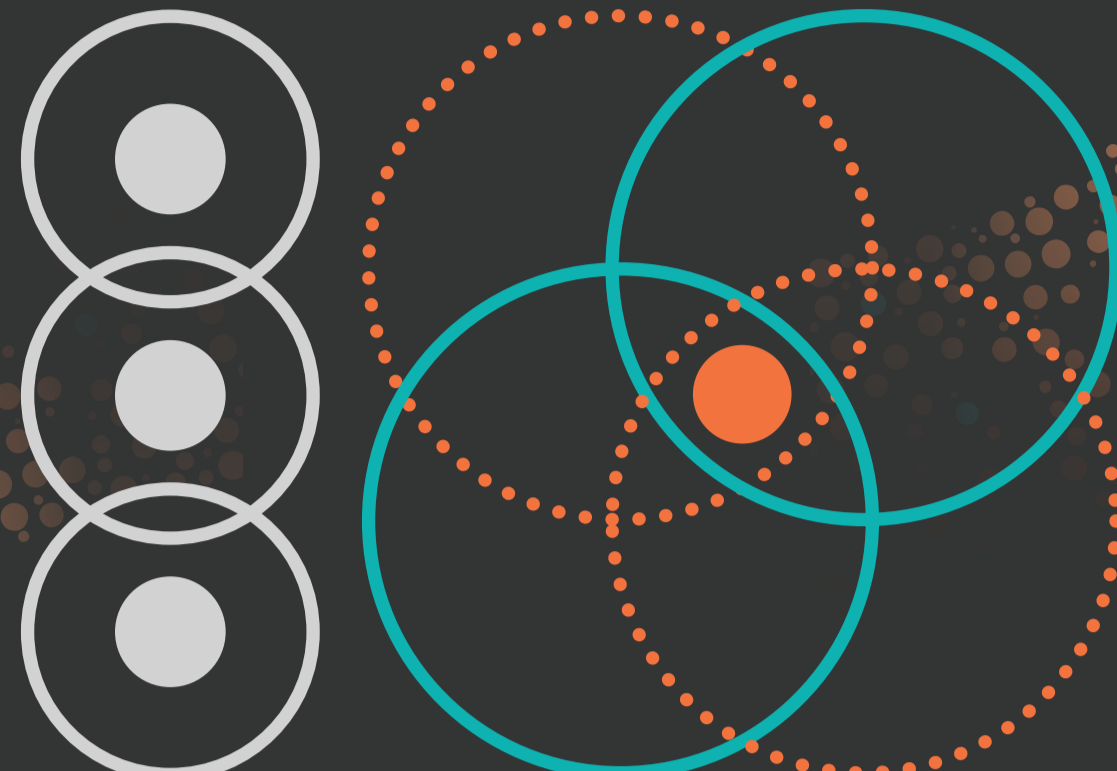


## TO **Enterprise-focused**

Treat data as your most valuable asset.

## 2 MOVE FROM **Siloed**

Data is duplicated across many silos.

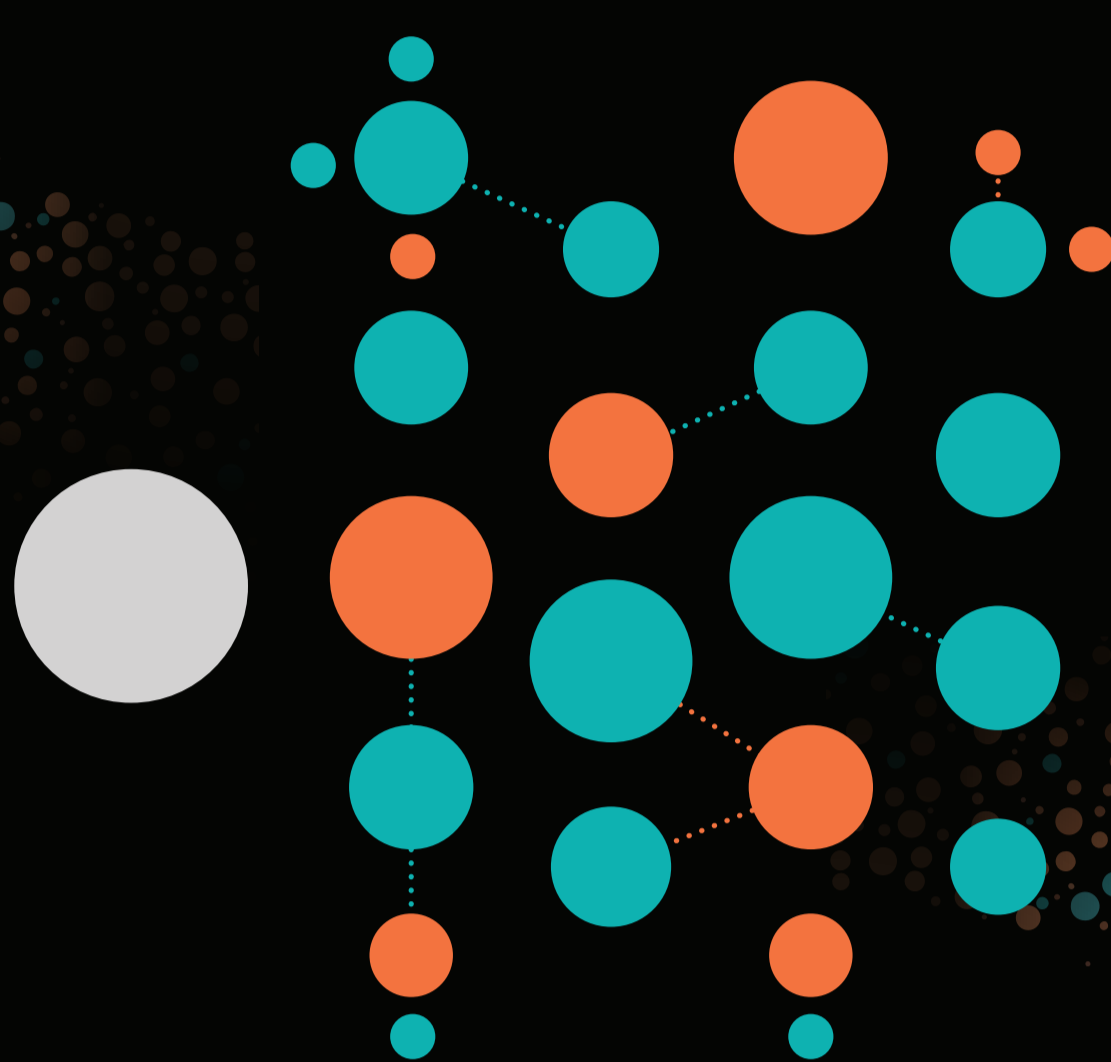


## TO **Reusable**

Store once, use many times.

## 3 MOVE FROM **Isolated**

Data is isolated and not combined with other data.



## TO **Integrated**

More answers. Deeper insights.

## 4 MOVE FROM **Constrained**

Data is manipulated to answer specific questions.

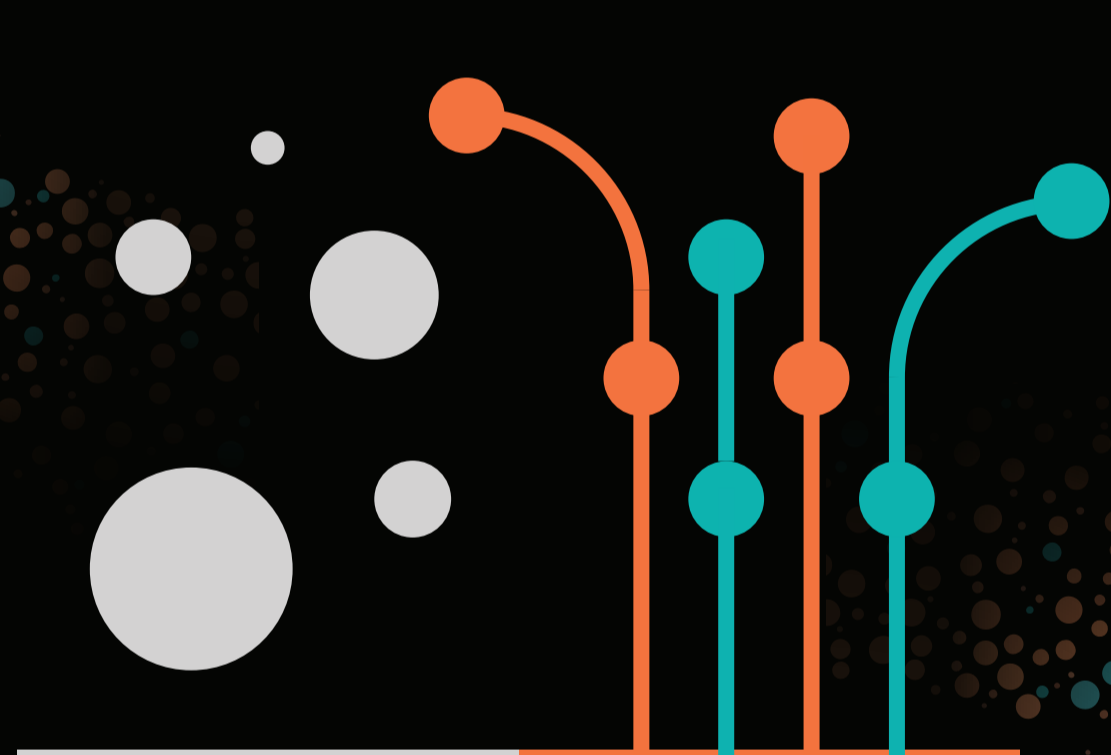


## TO **Scalable**

Answer any question, any time, at scale

## 5 MOVE FROM **Unmanaged**

Data is inconsistent in how it is managed.

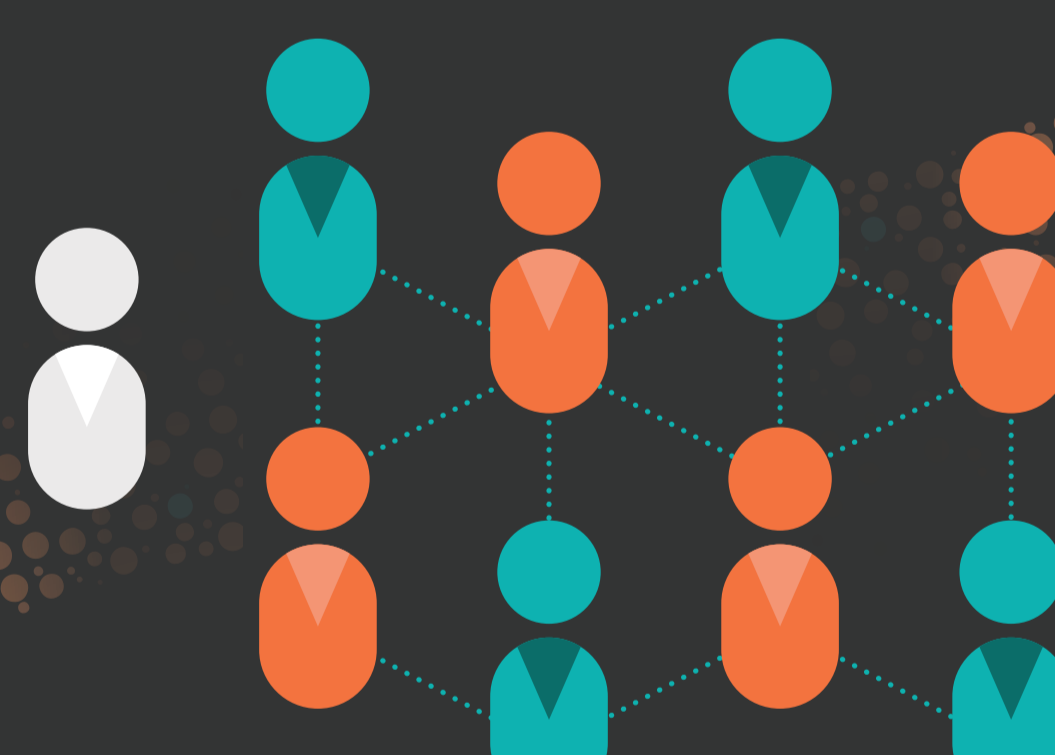


## TO **Managed**

Get the most out of your data.

## 6 MOVE FROM **Limited**

Only select users have access to the data.

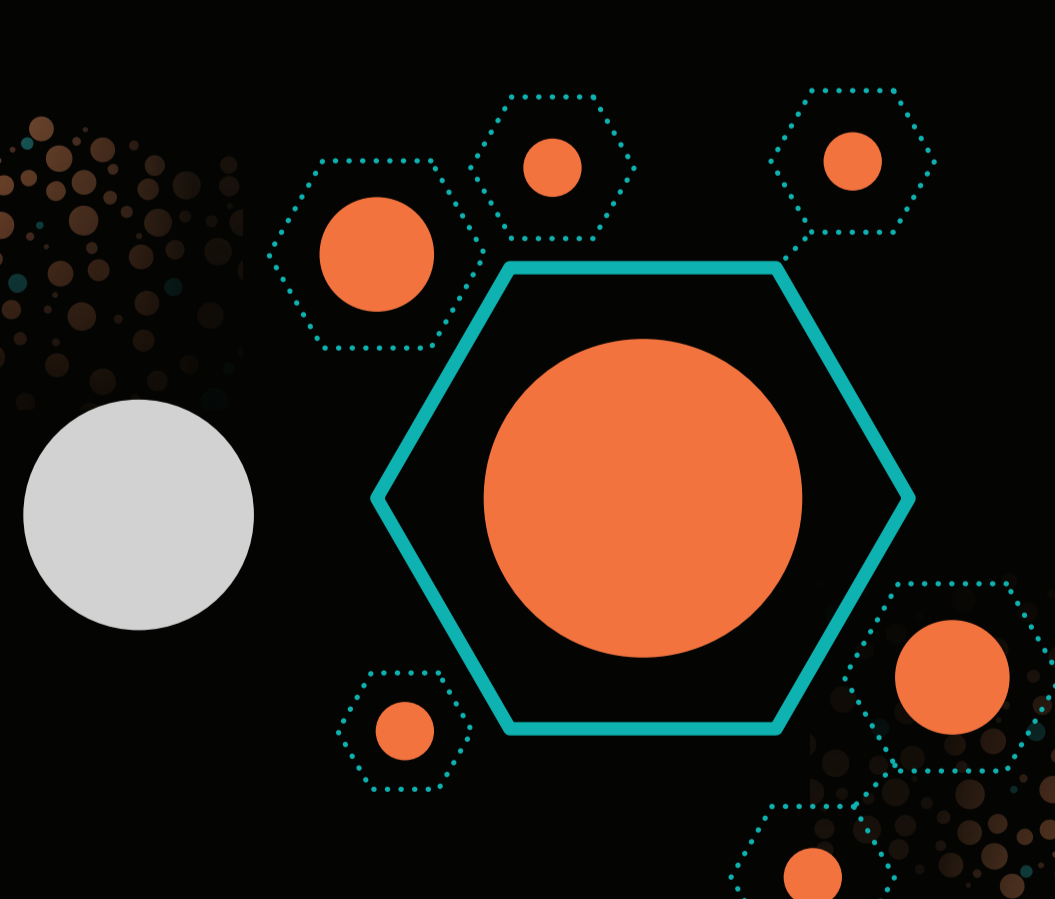


## TO **Democratized**

Empower everyone to work with data.

## 7 MOVE FROM **Unprotected**

Data is vulnerable to breaches, and security measures are not followed.



## TO **Secured**

Protect your most valuable asset.

## 8 MOVE FROM **Single-purpose**

Data is leveraged for a single purpose and then discarded.



## TO **Operationalized**

Put your data to work.

Teradata is the cloud data analytics platform, built for a hybrid multi-cloud reality, solving the world's most complex challenges at scale. We help businesses unlock value by turning data into their greatest asset.

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