

# HYBRID CLOUD:

# THE BEST OF BOTH WORLDS

## Commissioned Study Conducted by Forrester Consulting\* Reveals the Total Economic Impact™ of Teradata IntelliCloud™ in a Hybrid Cloud Environment

Teradata IntelliCloud™ is a fully-managed "as-a-service" offering in which cloud experts set up and manage software and infrastructure so that your team can focus on advanced analytics to drive business outcomes. The four key areas managed by IntelliCloud are Performance, Security, Availability, and Operations, enabling you to get the most value from your investment, have peace of mind about security, enjoy higher uptime and greater business continuity, and focus your people on outcomes rather than infrastructure.



### The Study

Forrester Consulting conducted the Total Economic Impact™ study on a Teradata customer with more than six months of deployment using Teradata IntelliCloud in a hybrid cloud environment.

### Customer Snapshot:

A media and publishing company that generated over \$1.5B in annual revenue

Initially, the customer had expanded its on-premises Teradata solution to the cloud to support disaster recovery of its data and analytics, and to allow better availability of their enterprise analytical ecosystem across multiple data centers. Ultimately, the customer started leveraging the hybrid cloud to support existing and new workloads to meet business growth and agility.

The study revealed the following key findings, based on a three-year subscription:

### Total Benefits >\$2.2M

Total benefits (risk-adjusted): present value of more than \$2.2M

- + **Disaster recovery capital investment avoidance of \$1.1M**
  - + Avoided large upfront equipment purchases
  - + Equipment purchases, maintenance, support included in IntelliCloud subscription
  - + Avoided incremental data center environmental costs (space, power, cooling)
- + **Capacity growth capital investment avoidance of >\$1.1M**
  - + Optimized workloads across on-premises and cloud
  - + Stored and analyzed more months of data in hybrid environment
- + **Data backup savings \$63.4K**

Some benefits could not be quantified, but added value to the organization:

- + **Improved workload management**
- + **Maintaining a lean database management team**

### Total Costs >\$1.9M

Total costs (risk-adjusted): present value of more than \$1.9M

- **Teradata IntelliCloud disaster recovery cost \$924K**
- **Teradata IntelliCloud data growth \$811K**
- **Cloud one-time setup costs \$192K**

Capacity growth capital investment avoidance: 49% of total benefits

Cloud is much faster to add capacity as well as scale up and scale down.

— Teradata database administrator, media and publishing company

## FINANCIAL SUMMARY

The financial results calculated in the Benefits and Costs sections were used to determine the ROI, PV (present value), NPV (net present value), and payback period for the interviewed organization's investment. Forrester assumed a yearly discount rate of 10% for this analysis.



ROI  
**15%**



Benefits PV  
**\$2.2M**



NPV  
**\$281K**



Payback  
**<6 months**

“ We don't have to worry about infrastructure, connections, backup, and connectivity; it's all taken care of. ”

— Teradata database administrator, media and publishing company

Overall, the customer could achieve measurable cost savings and business benefits in a hybrid cloud environment.

The Total Economic Impact™ of Teradata IntelliCloud™ is a commissioned study conducted by Forrester Consulting that was published in October 2017.

For a full copy of the study and for more information on Teradata IntelliCloud, including use cases and success stories, visit [Teradata.com/IntelliCloud](http://Teradata.com/IntelliCloud).

\*The Total Economic Impact™ Of Teradata IntelliCloud™. Achieving Cost Savings and Business Benefits in a Hybrid Cloud Environment. This study was commissioned by Teradata in 2017. Total Economic Impact (TEI) is a methodology developed by Forrester Research, Inc. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or [Teradata.com](http://Teradata.com) for more information.

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