



# THE SIMPLE ECOSYSTEM— A CIO'S GUIDE

CREATED EXCLUSIVELY BY TERADATA

# Rise Above Inadequate Analytics. Demand Answers.

It's official: we are in the new era of Pervasive Data Intelligence. That means a Chief Information Officer (CIO) is a business person first and a technologist second, orchestrating an IT organization that delivers measurable business value. That IT organization must rapidly execute business objectives, support customers, and win against competition all while facing the ubiquitous challenges of tech debt, organizational silos, cost, and complexity.

Today, CIOs are developing and sharing a vision, managing change, driving transformative business innovation, and helping the organization differentiate from the competition. This requires creating a data-driven culture, developing an agile architecture that delivers trusted data and analytics for decisioning, and at the same time producing measurable results realized and embraced by top CEOs.

Teradata Vantage™, the modern analytics platform for Pervasive Data Intelligence, was developed to help CIOs establish an ecosystem that both enables an agile IT organization and is responsive to business needs. The result is a analytics platform that not only simplifies operations, but also establishes a solid foundation for operational excellence. Teradata offers the same Teradata Vantage software everywhere, making it easy to migrate between on-premises and the cloud at any time. There are many ways to deploy and consume Vantage in the cloud, including Amazon Web Services (AWS), Microsoft Azure, Teradata infrastructure (Teradata Cloud and On-Premises), and commodity hardware with VMware virtualization software.

For nearly 40 years, with our innovative team and superior technology solutions, Teradata has empowered the world's most renowned companies to build strategies around data and analytics. We continue to strive for unparalleled operational excellence throughout the organization, simplifying and automating our business to make us a "preferred partner" to our customers. We'll show you how to use 100 percent of your data to get answers to your most complex business problems and ensure ongoing success.

Let's discuss the possibilities.



**What's top of mind for a CIO? Developing a modern infrastructure that **drives value** and revenue growth in addition to being the foundation for operational excellence.**



**CIOs need to introduce an advanced infrastructure that enables change, disrupts and simplifies the status quo, and inspires a data-driven culture.**



# Orchestrate an IT Organization That Delivers Measurable Business Value

The modern CIO needs to create a data-driven culture, developing an agile architecture that delivers trusted data and analytics for decisioning, while producing measurable results realized and embraced by the entire business. Vantage helps provides the connective tissue for ecosystem simplification, takes risk out of decisions, and delivers massive scale and integration by helping CIOs:

## **Employ Technologies to Deliver On Business Needs**

Vantage removes technology barriers and enables the business with powerful analytic engines—descriptive, predictive, prescriptive—for finding answers that bring fast time to value.

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## **Provide Users with Analytic Tools Flexibility**

With Vantage, analytic users throughout the organization can use their preferred analytic tools and languages across data sources, at scale.

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## **Build a Sustainable, Scalable, Efficient Analytical Ecosystem**

Vantage helps deliver operationalized analytics using a clean, efficient ecosystem that serves all users by maximizing system resources and minimizing ecosystem maintenance overhead. Plus, Teradata offers the same Teradata Vantage software everywhere, making migration between on-premises and cloud easy.

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## **Ensure Governance and Security**

With Vantage, an organization's data and analytics are integrated rather than spread across silos. Vantage enables agility without compromising data security and governance.

# Amplify Your Vision and Credibility Throughout the Organization

As CIO, your internal business unit customers, including data scientists and data lake developers, want autonomy and speed. And you need a software platform that supports business users but doesn't limit data and analytics just to IT and data scientists. Look to Teradata Vantage™ for:



## ECOSYSTEM SIMPLIFICATION

Vantage delivers the connective tissue for ecosystem simplification, consolidating data, analytic, function and tool silos into a single platform. Teradata offers the same Teradata Vantage software everywhere, so it's easy to migrate between on-premises and cloud.



## MASSIVE SCALE AND INTEGRATION

Vantage reduces the pain and barriers of adopting advanced analytics and drives efficiency in your analytic process.



## DE-RISKING DECISIONS

Vantage de-risks your analytics platform decision with the agility to add new technology to keep up with your business needs.

# Forget Analytics that Over-Promise and Underdeliver. Invest in Answers.

## Tired of overspending on analytics and not getting the answers you need?

A shocking 74% of enterprise decision-makers say analytics technology is too complex, and 79% say their employees don't have access to the data they need.\* In today's ultra-competitive, fast-moving business landscape, employees need seamless access to data that influences their daily decision-making. Gathering data and implementing the latest analytics aren't enough.

You need tools that turn data into action. You need answers that solve your most complex business problems.





## That's why you need Teradata Vantage™.

Vantage is different. It's unique. And it's challenging the status quo for analytics. The only platform designed for Pervasive Data Intelligence, it offers what others can't—the ability to use 100 percent of your data to deliver the right answers to everyone and everything, everywhere. You can now analyze anything and innovate with confidence, and you can do it with the secure, scalable, proven cloud solutions and multiple consumption and deployment options offered by Teradata.





# Answer Your Toughest Problems with Pervasive Data Intelligence

**Collecting data isn't enough. Intelligence must be pervasive throughout the organization. When something is pervasive, it's all around us, like the air we breathe or the water surrounding a fish.**

Organizations use a variety of analytics and techniques like artificial intelligence (AI) and machine learning to make sense of their data. But as companies are discovering, gleaning intelligence from data is anything but pervasive. In fact, 81 percent of senior business leaders want data analytics to be more pervasive in their organizations, according to a recent global survey.

Traditional analytics solutions are inadequate. They're complex, don't scale, and only look at a partial selection of data. Companies continue to invest in analytics, but never achieve the outcomes they need.

We created a new category—Pervasive Data Intelligence—to use 100 percent of your data to deliver real-time, intelligent answers to your most challenging questions. Pervasive Data Intelligence will help you rise above traditional analytics to receive true intelligence.

# Top 5 Dos and Don'ts of Ecosystem Simplification

CIOs can get a jump start simplifying an ecosystem by keeping these five things top of mind.

## 1 DO ASSESS THE CURRENT ENVIRONMENT

A thorough assessment of the current environment informs important decisions required to simplify an ecosystem. Understand technical debt and identify data silos adding complexity. Document costs associated with hardware and software, including system support resources required, and understand the potential impact on real ecosystem users.

## 2 DO BUILD A BUSINESS CASE

Determine the goals and objectives for ecosystem simplification, and clearly define the desired benefits. Simplifying to increase agility for a competitive advantage? Outline where simplifying the environment helps the company get ahead. Be honest; provide an objective point of view on the potential impact, both positive and negative, so the team can make sound decisions and identify potential gaps.

## 3 DO CREATE A PARTNERSHIP WITH IT AND BUSINESS TEAMS

Gather each department's input and requirements—most rely on company data—as early as possible to inform the plan. Share goals and objectives so everyone clearly understands both the goal of simplifying the ecosystem and the desired business outcomes. Alignment and buy-in across departments will expedite future ecosystem changes.

## **4 DON'T GO IT ALONE**

Don't be afraid to ask for help. Proven practitioners armed with industry best practices and tools, plus deep industry knowledge about complex analytic environments, can make the simplification process easier by advising on unanticipated issues and potential roadblocks.

## **5 DO MEASURE POST-SIMPLIFICATION ROI**

Measure the complexity, costs, and inadequacies eliminated or reduced through ecosystem simplification and develop a method to track how agility and integration of data and analytics empowers users to get better answers to the toughest business questions.






# Stop Living With Complexity. Get the Answers You Need.

Teradata has the answers, experience and determination to help you tackle your greatest business challenges, all within a deployment time frame that will exceed your organization's wildest expectations.

Answers require a new approach to data.  
Teradata has it. **Go deeper at [Teradata.com](http://Teradata.com).**





**“ Our mission is to provide a modern analytics ecosystem that delivers agility, flexibility, and performance in deploying advanced analytic capability at enterprise scale.**

– Stephen Brobst, CTO, Teradata

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