

A person's legs and fins are visible in the upper right corner, kicking up a large cloud of sand underwater. The sand is suspended in the water, creating a dynamic and energetic scene. The background is a deep blue water with some ripples and bubbles.

UNLEASH YOUR BUSINESS ANALYTICS

THE ULTIMATE GUIDE TO GETTING ANSWERS TO
YOUR TOUGHEST BUSINESS CHALLENGES

Data keeps growing faster than we can imagine.

It's estimated that 40 zettabytes of data will be created worldwide this year. By 2025, 150 billion devices will likely be connected across the globe, most creating data in real time.

Exponential digitization means data is currency and control. Businesses require a faster, better, stronger understanding of that data if they're going to compete. Beyond just competing, information—and the ability to turn insights into real results fastest—is more than precious; it's necessary for survival.

Despite this growth of data, many businesses struggle to get answers.

Even though the amount of data available at our fingertips has grown so rapidly, the enterprise's ability to glean intelligence from analytics has not kept up. In a recent survey of senior business and IT decision makers:

81%

said analytics is not pervasive enough in their organization

79%

said they need more access to data to do their jobs

42%

said their analytics is not easy for their employees to use and understand

Skillset gap places analytics burden on business analysts

Along with the challenge of using complex technology, there is a gap in the skillset needed to uncover intelligence in analytics.



**ONLY
25%**

of senior leaders said that their business decision makers have the skills to access and use analytics intelligence without data scientists

Business analysts face challenges

A person in a dark suit and tie is walking, carrying a dark leather briefcase with a metal clasp. The person is wearing a watch on their left wrist. The background is a solid yellow color.

The ability to work unconstrained
on any analytics; from customer
sentiment and behavior, operations,
supply chain, financial performance,
market trends, and more

Capacity to use the tools I prefer,
with the skills I have

Freedom of self-service autonomy; not
having to rely on others to get to the data

The ability to run powerful analytic functions that
save time without requiring advanced programming

Pervasive Data Intelligence empowers business analysts

To support business analysts, Teradata is setting a new industry standard for analytics with Pervasive Data Intelligence that is:



FRictionLESS

When employees have seamless access to data that influences their daily decision making, innovation takes place across functions more effectively and quickly.



SCALABLE

When you can view 100% of your organization's data, you can improve your business faster. Gaining a holistic view of the business has become a key differentiator and first line of defense in a fast-moving, complex marketplace.



OMNIPRESENT

Pervasive data never sleeps; it's always available, in real-time, when it's needed.

Introducing Teradata Vantage™: The Platform for Pervasive Data Intelligence

The only software of its kind, capable of managing all of the data, all of the time. So, you can analyze anything, deploy anywhere, and deliver analytics that matter. Vantage offers full integration with your favorite tools and languages, leading analytics engines, and new sources of data to deliver the answers you need to create better business outcomes.



The most powerful engines, data, tools, and languages, all in one place

With Vantage, data scientists and business analysts can use a wide range of powerful analytics functions available in different engines without worrying about where they reside. They also can use favorite tools and languages without switching from one to another, creating a single environment for all uses and limiting redundancies. That means that Vantage users spend less time stitching together different solutions and more time finding answers.

By bringing Machine Learning and Graph Engines as well as powerful analytics functions and capabilities—such as the industry's first 4D analytics—together, Vantage also enables collaboration across departments and teams, facilitating data integration across the enterprise.



“

Automated machine learning solutions... provide sophisticated tools that abstract the gory details of data science so that citizen data scientists and perhaps mere mortals can analyze data and build robust machine learning models. [...] The same automation of the data science life cycle can make data scientists more productive. And it's good news for business because the demand for machine learning is reaching voraciousness-level.

– Mike Gualtieri, Vice President, Principal Analyst, Forrester

How Vantage helps the business analyst

What others can't see, Vantage does.

Get a unified, integrated environment that delivers the best analytics functions and engines, at scale.

All your data, any way you need it.

Work with flexible support for multiple data types, formats, and heterogeneous data stores.

Your tools, your way.

Easily build and use analytics with your preferred tools and languages.

Combine open-source and enterprise analytics technologies.

Operationalize insights to solve complex problems while delivering speed and efficiencies.

Leverage multi-genre analytics in a single platform



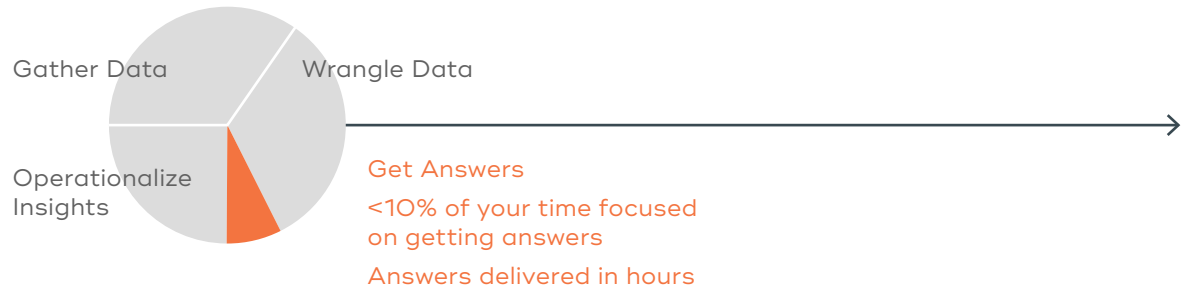
Perform complex analysis by combining multiple analytics techniques in multiple engines with a single platform.

Use 180 pre-built advanced analytic functions that span multiple genres—Graph, Statistics, Text and Sentiment, Machine and Deep Learning, Data Preparation, and more.

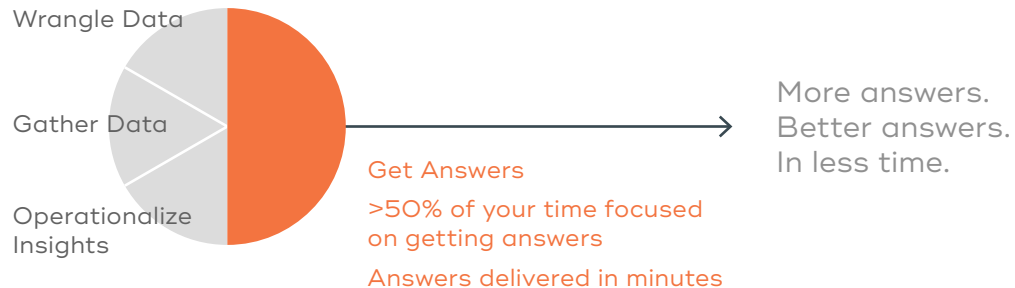
Get comprehensive answers to complex business questions. A single workflow means your teams can do more in fewer steps without having to switch tools or move data.

Vantage streamlines your end-to-end analytics process

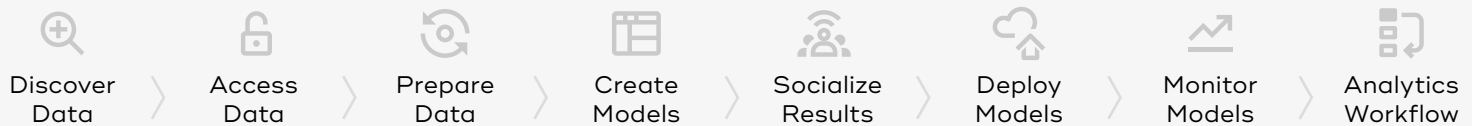
BEFORE VANTAGE



AFTER VANTAGE



End-To-End Analytic Process



The Vantage Difference

INTEGRATE AND MASSIVELY SCALE

Manage all of the data, all of the time, with the best analytics functions and engines, at scale

GET ANSWERS

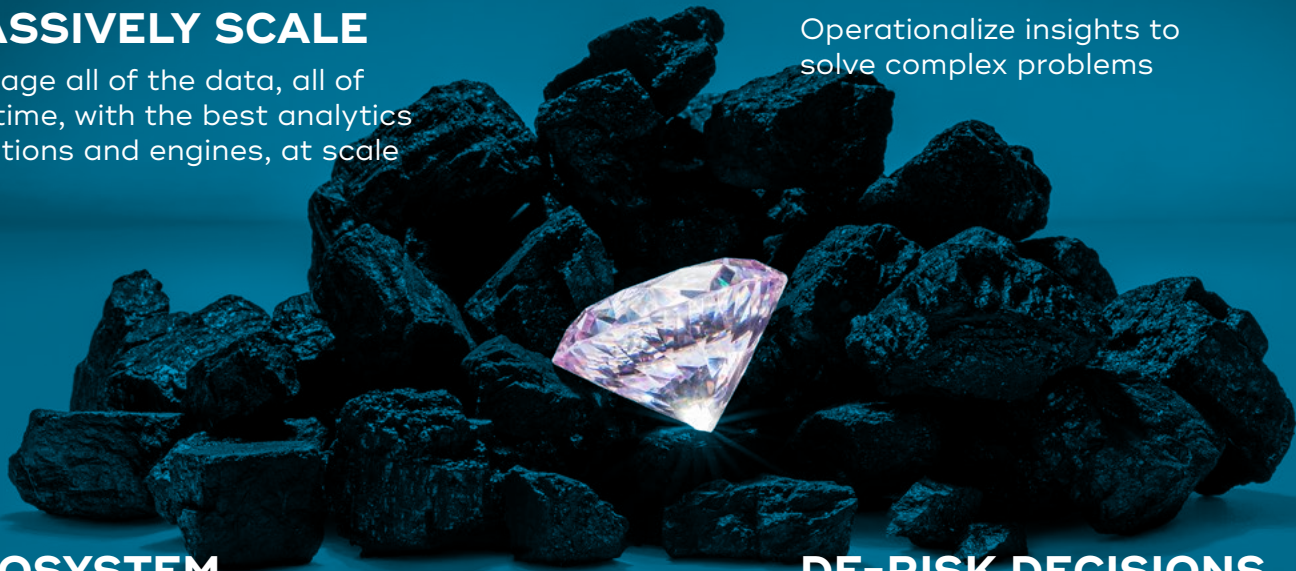
Operationalize insights to solve complex problems

ECOSYSTEM SIMPLIFICATION

Get a unified, integrated environment with a single platform that combines all the data, analytics, functional, and tool silos into one

DE-RISK DECISIONS

Leverage choice, agility, and flexibility, deployed across public clouds, on-premises, on optimized or commodity infrastructure, or as-a-service



Driving performance with Vantage

Larry H. Miller Sports & Entertainment,
Owner of the Utah Jazz

CASE STUDY

CHALLENGE

Whether you're an avid fan or passive observer, sports teams rely on gaining a competitive edge and differentiator to beat the competition. Pre- and post-game TV shows, play-by-play commentators, and even armchair coaches have no shortage of player, team, and league statistics at their finger tips. Every team is watching these numbers to identify a unique opportunity to be better than the rest.

SOLUTION

Larry H. Miller Sports & Entertainment (LHMS&E), owner of the Utah Jazz, used Teradata Vantage to deploy a pervasive data approach that went beyond statistics, including player health, dietary habits, and sleep patterns, with the goal to field a team that maximizes team wins per player.

RESULTS

Teradata Vantage helped the Utah Jazz's standings and play-off contention. More than fielding the best team possible, Larry H. Miller used data and analytics to successfully increase customer satisfaction from a multitude of data sources and customer touchpoints, including player health, mobile application offers, and even arena parking.

Vantage created a win-win-win scenario. When the Utah Jazz wins, fan satisfaction rises, and Larry H. Miller Sports & Entertainment sees increases in revenues. All powered by collecting data from every touchpoint and leveraging the data to solve for business outcomes. That is pervasive data intelligence.

**“Teradata Vantage
represents a forward-
looking approach for
reducing complexities
of analytics.”**

John O'Brien, Radiant Advisors

Stop living with complexity. Open up your data to all. Get the answers you need.

Vantage is different. It's challenging the status quo for analytics. The only platform designed for Pervasive Data Intelligence, Vantage offers what others can't—the ability to use 100% of your data to deliver the right answers to everyone and everything, everywhere. You can now analyze anything and innovate with confidence.

To learn more about how
Vantage could transform
your enterprise intelligence,
visit us online at

[Teradata.com/Vantage](https://teradata.com/Vantage).



teradata.

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