

Teradata Top Ten Differentiators



Experience the Teradata Difference

You've never seen your business like this before.

If you want to realize your vision, achieve unlimited business value and gain control of your enterprise, you only need to go one place: Teradata®, a division of NCR. The proven leader in enterprise analytical solutions, Teradata offers a total cost of ownership advantage. With world-class experience and deep industry knowledge, Teradata can help deliver a single view of your business...enabling better, faster decisions to drive growth. Teradata, with its clear differentiation, is the only partner you need.

1 Power to Drive Growth

In today's competitive environment, staying on plan and remaining profitable are major business imperatives. If you are not growing, you are out of business. Teradata enables organizations to grow without boundaries; we help drive business strategies to increase efficiencies, revenues and profitability.

2 Better, Faster Decisions

Business demands that you be quick on your feet – with the ability to make informed decisions moment to moment as your business changes. Because Teradata solutions are uniquely built for both strategic and tactical or “active” decision support, our customers can make better, faster decisions throughout their organizations. That means suppliers can track inventories efficiently from the warehouse to the store, and CFOs can accurately track their organization's financials...to ensure accountability to the bottom line.

3 Single View

Businesses today are fast-changing, global, and complex. Strategic acquisitions, global expansion, and new products make it difficult to see *across* and *into* your operations. Teradata gives a single enterprise view of your business to allow previously hidden insights to emerge...enabling *consistent* decision-making across the enterprise.

4 Actionable Information

Companies of all sizes need technology solutions. Solutions most prized are those that build knowledge, increase productivity and help companies respond to market changes *before* their competition. Teradata is about accessing timely, relevant actionable data easily to deliver decision making across

the enterprise with unmatched speed and the quickest time to market – key differentiators in today's tough competitive environment.

5 Industry Knowledge

Retailers, financial institutions, manufacturers and government agencies all face unique challenges. Teradata understands; our team of industry experts has built a winning reputation across all the industries we serve, including the travel and transportation, communications and insurance sectors. Five of the top seven global airlines rely on Teradata as do nine of the top 16 global retailers and three of the four top railroads. Both up-and-coming businesses and established industry leaders rely on Teradata solutions, including: FedEx, Wal-Mart, Harrah's, The Boeing Company, Ford Motor Company, British Airways, Sainsbury's, Deutsche Post, Lufthansa and Telstra.

6 Experience

Smart businesses get to be number one by learning from their history and adapting to the changing competitive landscape. Teradata is backed by the strength and heritage of NCR Corporation and two decades of analytical experience serving a diverse base of large and small companies. With a solid track record of building more than 1,000 enterprise solutions Teradata brings a unique perspective to your business founded on its own stable and rich heritage.

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7 Powerful, Best-in-Class Technology

Demands for information management are exploding – often increasing exponentially as users and data volumes grow. Frustrated with vendors who set data response times in days and weeks? Teradata's answer: a fundamental unique architecture that offers unmatched scalability and speed that can get you answers in hours and even minutes. Teradata supports vast amounts of data and infinite numbers of users...concurrently...including an active data warehouse. Active data warehousing enables predictive analysis, and *that* data insight gives you the competitive edge and vision that keeps you ahead.

8 Simplicity

Enterprise data warehouses are complex engines, but operating and administering them doesn't have to be. Teradata technologies and solutions are easiest in the industry to manage and use, even as they grow in complexity. That's what differentiates Teradata from everyone else. While other data warehouses are glued together and tacking on data marts, Teradata's simple design and enterprise architecture can source whatever data and support whatever expansion you require. Now, you can free up your IT resources to focus on your core business, and unleash increasing numbers of business users to the powerful analytics of Teradata.

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2 Better, Faster Decisions

3 Single View

4 Actionable Information

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8 Simplicity

9 Service

10 Strong Partners Driving Applications

9 Service

Service and support are the hallmarks of successful businesses; it's the arena where companies distinguish themselves as industry leaders. Teradata knows the value of delivering superior service. That's why more than 2,000 Teradata consultants based in 128 countries work alongside our customers globally to deliver the right Teradata solution to meet their needs.

10 Strong Partners Driving Applications

Trailblazing companies know the power of partnering. So does Teradata. We work with the industry's top software and systems integrators, including Accenture, KPMG, and Cognos, to name a few, to ensure that you have the right applications to maximize the power of your enterprise data warehouse.

Don't take our word for it

Talk to our customers and leading industry analysts on how Teradata solutions are delivering the highest ROI in the industry. Teradata continues to garner awards for its industry-leading technology from leading organizations. For the past three years, Teradata has maintained the overall leadership position in Gartner's DBMS Magic Quadrant. Teradata customers have earned hundreds of industry awards for best practices in real-world enterprise data warehouse deployments.

Why wait? Let Teradata unleash the power of your business, today. To learn how, visit us online at www.teradata.com.

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