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A NEW WORLD OF DATA DEMANDS A NEW APPROACH

WELCOME TO THE NEW ERA OF PERVASIVE DATA INTELLIGENCE

The emerging reality

Data and analytics are no longer a by-product of doing business. They are the business. As such, the expectation for what analytics must deliver to customers, how it should be bought, and the value it must bring to the business has changed dramatically.

NEW EXPECTATION	WHAT IT MEANS	WHY IT MATTERS
AS-A-SERVICE CONSUMPTION	Enterprise software is becoming more user-focused and "consumerized," with an emphasis on cloud delivery, self-service analytics, and as-a-service	As-a-service delivers an environment where more users are easily able to ingest, access, analyze, and consume data and insights
ANALYTIC INTENSITY: ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	Advances in artificial intelligence, machine learning, and hardware have created a new expectation from customers regarding their ability to process data	Adoption and maturation of artificial intelligence and machine learning solutions happens slowly in narrow segments, or quickly with broad effectiveness and adoption
SECURITY AND PRIVACY	Increases in regulatory controls and public backlash to bad actors are impacting data ownership and security/privacy needs	Massive data breaches lead to regulatory backlash slowing progress, or major systems increase level of security in pace or ahead of rising threats
DATA PROLIFERATION	New data sources (sensors, social media, clickstream) coupled with low-cost storage trends are driving exponential data growth	Expanding business solutions drive demand for ever-greater data processing volumes that deliver answers to their toughest business challenges

Our response to this new reality:

We rise above the complexity, cost, and inadequacy of today's analytics landscape to deliver **Pervasive Data Intelligence** to megadata companies.

Our responsibility and biggest opportunity:

Teradata customers, whether new or existing, define this new reality. We call them **megadata companies.**

The world's most demanding large-scale users of data, leveraging data as a secret weapon for their business.

They demand tightly integrated solutions that can accommodate massive scale and speed.

Solutions that can be deployed across secure, hybrid-cloud architectures

Megadata companies face unique challenges of cost and complexity.

The solutions in place are ineffective and create more complexity

Expensive to maintain and manage

Not yet operationally driven by analytics

Complex deployments

Intensifying pressure for results

The Teradata solution:

Teradata Vantage
not only solves these problems, it resets the bar for the entire industry.

Unifies and simplifies your analytics ecosystem

Takes risk out of decisions

Delivers massive scale and integration

The Teradata strategy:

STRATEGIC AMBITION:

Rise above the complexity, cost, and inadequacy of today's analytics landscape to deliver **Pervasive Data Intelligence** to our top opportunities.

WHERE WE PLAY: TARGET CUSTOMER SEGMENTS

Focus on delivering customer value to megadata companies

HOW WE WIN: STRATEGIC IMPERATIVES

Relentlessly Focus on Consumption	**Radically Simplify**	**Pivot Towards As-a-Service**	**Transform Our Go-to-Market & Brand**	**Deliver Operational Excellence**
Pay only for what you need to get better business outcomes	Deliver a more streamlined user experience	Give customers greater agility at a lower cost	The new Teradata is shaking up the category and challenging the status quo	Drive greater speed and efficiency across Teradata

The Teradata strategy:

HOW WE WIN: STRATEGIC IMPERATIVES IN DETAIL

Relentlessly Focus on Consumption
Pay only for what you need to get better business outcomes

Pay only for what you need: Our new business model is based on the value we provide to your business vs. capacity.

Our focus is on precision delivery of the capabilities you need, which you can adjust based on changes to your business as you scale up, scale down, and evolve.

We never stop delivering innovation in our software to deliver on the business outcomes that define success for our customers.

Radically Simplify
Deliver a more streamlined user experience

Deliver breakthrough user experience that makes deployment one-touch simple coupled with a world-class user experience that drives easier adoption, greater utility, and ROI.

Reduce the range of configurations and customizations down to only a few standard configurations, making it easier to choose and faster to deploy.

We deliver a complete solution that just works, with integrated offering that can be deployed across public clouds, as well as on-premises.

Pivot Towards As-a-Service
Give customers greater agility at a lower cost

Deliver Vantage "as-a-service" that is easy to purchase, provision, upgrade, and leverage to derive value.

Accelerate time-to-value with an autonomous platform, where automation delivers fast provisioning, easier ingestion, smooth migrations, and guided analytics with minimal manual intervention.

Foster a vibrant developer ecosystem that enables internal and external developers to build and deploy powerful applications leveraging consistent APIs for easy integration with existing apps and platforms.

Transform Our Go-to-Market & Brand

The new Teradata is shaking up the category and challenging the status quo

Teradata represents a renewed commitment to delivering value, and to shaking up the category with new thinking and innovation.

We are challenging the status quo and raising expectations for what data analytics can mean to the success of our customers.

We are extending our capabilities and market reach with partnerships with recognized industry leaders to broaden the capabilities we can offer, as well as deliver a more integrated solution.

Deliver Operational Excellence
Drive greater speed and efficiency across Teradata

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.

Our goal is a trifecta of lower costs, higher velocity, and lower error rates through greater consolidation of product lines, automating change control and consulting, as well as modernizing support.

Be the platform that is best-of-breed, but also easy to use and "just works."

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