

INTRODUCTION

Teradata is the world's largest company solely focused on creating enterprise agility and efficiencies. It's our passion and purpose. Through active enterprise intelligence, Teradata extends the use of traditional Enterprise Data by integrating systems into enterprise business processes and analytics. This allows organizations better business value from current and historical data to make decisions faster and take action as events occur.

Teradata has led the data warehousing market since its inception. We deliver award-winning, integrated, purpose built platforms based on the most powerful, scalable and reliable Data platform in the industry. Our assets include:

- Approximately 8,000 associates in more than 60 countries.
- Strong diversified client base of nearly 1,000 customers worldwide and companies of all sizes.
- Over 2,450 implementations, including:
 - 100% of the top ten global telecommunications companies
 - 83% of the top transportation/logistics companies
 - 70% of the top global retailers
 - 66% of the top global airlines
 - 60% of the top global commercial banks.

Since its inception over 30 years ago, Teradata's sole focus has been to enable enhanced Business Analytics and Enterprise Data Integration through a data warehouse technology platform optimized for Decision Support.

The Teradata Data Warehouse solution provides enterprise analytic technologies to leading organizations around the globe. These organizations all chose to partner with Teradata for the same purpose across the board; to get a single, integrated view of their operations so they can make better, faster decisions that enhance operational efficiency.

Teradata solutions are more cost efficient, simple to manage and more easily capable of growing with the needs of our customers than competing technologies that were developed for processing transactions. The most successful data

warehouses in the world run on Teradata. These are true analytical data warehouses, not simply On Line Transactional Processing (OLTP) databases, which enable direct end user access to raw data by very large end-user bases with mixed workload characteristics. The key differentiators of a Teradata solution include:

- Maximum scalability in every dimension;
- Complex query performance;
- Parallel self balancing system;
- Best mainframe integration and system connectivity available on the market;
- Mission-critical availability with built-in fault-tolerant features;
- Lowest total cost of ownership;
- Ability to model the business, not make your business adapt to technology limitations;
- Proven quickest time to solution;
- Reference accounts and product maturity;
- Complete support infrastructure;
- Ease of management;
- Reduced risk through proven leadership;
- Industry-leading data warehouse expertise.

"The Naval Air Systems Command (NAVAIR) has an entire team of highly trained data analysts who use real-time data to make crucial strategic decisions for the Navy."

—Adam Wiederman Research Analyst,
The Motley Fool

FINANCIALS

Teradata is a \$1.9+ billion company that has experienced exceptional growth over the last seven years. As a member of the S&P 500, NYSE Arca Tech 100, Teradata is widely recognized in the marketplace as the worldwide leader in providing analytical data warehouse technology and solutions.

Teradata is in a leadership position to help organizations manage growing data volumes and complexity to gain business insight and competitive advantage.

The demand for Teradata solutions will continue to increase due to:

- Continued increase in user data volumes;
- The scale and complexity of business requirements;
- The growing use of new data elements and more near real-time analytics over time;
- The adoption by customers of more near real-time analysis for enterprise intelligence which drives more applications, usage and capacity.

Teradata is publically traded on the NYSE (*TDC*). The latest quarterly financials were released on August 4, 2011, with results for the second quarter of 2011 up 24% over Q2 2010. For the full-year 2010, revenue was \$1.936 billion, a 13 percent increase from \$1.709 billion in 2009. In 2010, Teradata generated record financial results and added the highest number of new customers since 2002. Additionally, Teradata has no long term debt. Figure 1 (below) reflects Teradata’s stock price over the last 12 months.



Figure 1. Teradata Historical Stock Chart

ANALYST REVIEWS

The analyst community agrees that Teradata is the unequivocal “best in data warehousing” with the strongest, most enthusiastic customer references and the most successful data warehouses in production. Based on our experience, it is best to build a strategic decision environment in a well-planned and well-executed phased delivery model.

Teradata is the most qualified for the task and is best positioned to provide your organization with a data warehouse solution that draws upon our experience in database leadership and proven analytical platforms.

Teradata has been in the leaders’ quadrant of Gartner’s “Magic Quadrant” since the inception of

the report 10 years ago. The most recent report published in January of 2011, (Figure 2) summarizes each vendor’s completeness of vision and their ability to execute.



Figure 2. Gartner Magic Quadrant for Data Warehouse Database Management Systems

TERADATA'S CORE BUSINESS

Enterprise Data Warehousing: Enterprise Data Warehousing (EDW) is the *process* of capturing, storing and analyzing data to gain insight. This process is built on an enterprise data warehouse which is a single, centralized application-neutral repository of an organization's current and historical data.

Active Data Warehousing: At the foundation of enterprise intelligence, active data warehousing drives valuable information into an organization's operations and to hundreds of front-line decision-makers. It enables smarter, more competitive decisions through near real-time information access and analysis and predictive analytics on customer or business activity. Active data warehousing supports simultaneous long-running strategic and short-running tactical queries. The active data warehouse provides strategic and tactical intelligence throughout the enterprise.

Active Enterprise Intelligence: Active enterprise intelligence is what an active data warehouse delivers. Active enterprise intelligence is the alignment of strategic and operational systems, people, technology and processes to make better, faster decisions throughout all levels of the organization.

Teradata delivers active enterprise intelligence through real-time data warehousing technology, professional services and applications. Teradata enables its clients to convert information into intelligence, and intelligence into actions, leveraging existing operational applications and communications infrastructure. This capability helps decision-makers and front-line workers achieve new productivity levels, speed and precision in decision-making, manage business complexities and respond to business events while they occur.

KEY PRODUCTS

Teradata Database Software: The flagship Teradata database software is regarded by customers and industry analysts as a superior choice for analyzing large amounts of data and processing increasing volumes and complexity of queries without compromising performance.

Teradata's processing architecture, combined with the database software, provides the foundation for a unique ability to support and manage a wide range of data warehousing functions. These functions range from reports to ad-hoc queries to data mining and simultaneous data loading; all from a single data warehouse that integrates data from across the enterprise to drive better, faster decision-making.

Our Teradata database software, which operates on LINUX and Microsoft Windows® operating system environments, delivers real-time intelligence for our customers with capabilities and features such as support of short-term operational and long-term strategic workloads (mixed workload), the ability to handle thousands of concurrent queries, robust and simplified system management, high system availability, event monitoring and easy integration into the enterprise.

Teradata also offers a software subscription program which enables our customers to take advantage of available improvements in future releases of our software.

Teradata Analytic Applications: A full suite of data access and management tools and applications that leverage enterprise intelligence to solve business problems are available. These applications include data mining/analytics, customer management, master data management, enterprise risk management, finance performance management and demand/supply chain management.

Teradata Platform Family: More than just a commodity server, the purpose-built Intel based platform family compliments the Teradata database software and provides the scalability, performance and robust fault-tolerant features necessary to provide enterprise level enhanced business analytics.

Teradata offers several models to fill various requirements. Each model comes ready to run for a distinct need from basic reporting and analysis to active analytical data warehousing with full Active Enterprise Intelligence capability. The systems offer outstanding availability and serviceability with such features as hot-swappable redundant power supplies and internal disk drives. Additionally, all models in the platform family run

the same Teradata software, making migration from one platform to another a simplistic process. A brief description of each product platform is provided below:

- **Data Mart Appliance:** Designed for Test, Development or smaller data mart environments on data volumes of 6TB.
- **Data Warehouse Appliance:** Suitable for entry-level enterprise data warehouse or departmental data marts on data volumes up to 230TB.
- **Extreme Data Appliance:** Provides deep analytics on extreme data volumes of up to 50PB.
- **Extreme Performance Appliance:** Similar to the Extreme Data Appliance but utilizes solid-state disk drives to provide incredible performance for operational analytics on data volumes up to 24TB.
- **Active Enterprise Data Warehouse:** Provides Enterprise Data Warehousing or Active Data Warehousing for both Strategic and Operational Intelligence on data volumes of up to 10PB of data.

Many customer environments start with a single system and as they reach operational capability, they expand into a multi-tier environment (e.g., development, test and production systems).

Teradata Logical Data Models: Our enterprise industry Logical Data Models (LDMs) are designed to be easy-to-follow blueprints for designing an enterprise data warehouse that reflect business priorities tailored to the specific needs of an industry. These models have been leveraged by companies from various industries, large and small, world-wide. Our LDMs are licensed to our customers as a key component of our data warehousing solutions and we offer a subscription program so that our customers may obtain the benefit of future releases of these models.

“Teradata’s complete solutions approach, including data models and professional services dedicated to data warehousing set Teradata apart from the rest of the market.”

—Donald Feinberg, Gartner

TERADATA SERVICES

Teradata Professional Consulting Services:

With a leading global EDW professional services organization, Teradata consultants combine a patented methodology with extensive industry expertise and hands-on experience to help our customers quickly recognize business value and minimize risk. Teradata experienced consultants provide data warehousing business impact modeling, design, architecture, implementation, and optimization consulting services, as well as enterprise analytics consulting and data management services.

Consulting Engagements: Today, Teradata leads the industry, not only in active data warehousing technology that provides a single view of the enterprise in real time, but also in business intelligence analytics that help organizations use data in imaginative new ways to gain maximum value.

Regardless of the size of your organization or the complexity of your analytic needs, a Teradata solution can generate actionable intelligence and help you achieve a competitive advantage.

With the strength of the industry’s largest and most experienced force of consultants, Teradata can partner with your organization to effectively design, implement and maintain your system and train your staff. That’s our end-to-end data warehousing solution. Some of Teradata’s time proven solutions include:

- **Business Intelligence:** Cut through complexity by integrating information from all parts of the business and improving data quality.
- **Data Governance:** Align data warehouse initiatives with business objectives today and into the future.
- **Data Mart Consolidation:** Enhance visibility, increase efficiency and lower costs by connecting data silos and eliminating information black holes.
- **Data Mining and Predictive Analytics:** Reduce costs, increase revenue and gain fresh insights into emerging trends.
- **Data Warehouse Migration:** Join hundreds of Oracle customers who are reducing maintenance costs with Teradata.

- **Enterprise Risk Management:** Quickly deliver the necessary risk information in time to make data-driven decisions.
- **Financial Management:** Ignite ingenuity and evolve your finance department from score-keepers to proactive business advisors.
- **Master Data Management:** Maintain the integrity and reliability of your master data enterprise-wide.
- **SAP Integration:** This partnership delivers analytical solutions for high data-volume ERP requirements.
- **Supply Chain Management and Logistics:** Make consistent, accurate data available for analysis anywhere in your organization.

Teradata Customer Support Services: Teradata’s Customer Services organization provides an experienced, single point of contact and delivery for the deployment, support and ongoing management of Teradata data warehouses around the world. Our customer support service offers both proactive and reactive services, including installation, maintenance, monitoring, backup, and recovery services to allow customers to maximize availability and better leverage the value of their investments in data warehousing.

Training Services: To enhance the value of your investment, Teradata offers a complete line of web based and instructor lead training for those responsible for the operation and/or maintenance of the Teradata data warehouses and related analytical applications.

PARTNERS

Today's complex enterprise-wide data solutions require sophisticated tools and specialized expertise – often from multiple sources. That’s why Teradata cultivates strong partnerships to deliver end-to-end analytic solutions and developing these key partnerships is a cornerstone of Teradata's long-term strategy.

Teradata’s strong ecosystem of industry-leading partners enables Teradata to deliver differentiated value to customers; who increasingly rely on analytics to build a competitive advantage and complete their mission.

Some of Teradata’s 130+ partners include these familiar logos²:



MARKETS

Teradata has successfully implemented more data warehouses than any other vendor across the globe and within a “Who’s Who” of Fortune 500 companies. These data warehouses range in size from gigabytes to multiple petabytes and span virtually all industries. The innovation our customers have achieved from their analytical environments has driven them to “change the game” as well as sustain them as frontrunners and the “company to beat” within their respective industries.

Familiar logos² of some of our clientele include:



CONTRACTS

Teradata products and services are available on several contract vehicles including:

- General Services Administration
- SeaPort-e
- Network-Centric Solutions (NETCENTS)

CERTIFICATIONS

Teradata strives to keep abreast of the latest industry certifications. Certifications specific to the Federal Government include:

- DON Application and Database Management System (DADMS):
 - Teradata Database: 49906
 - Teradata Utilities: 50112
- Full Authority to Operate (ATO) on NMCI Networks
- Common Criteria Evaluation and Validation Scheme Evaluation Assurance Level 4 (EAL4).
- Capability Maturity Model Integration (CMMI) Level 3 (Achieved by Teradata's Global Research & Development Group).
- Defense Information Infrastructure Common Operating Environment (DII COE).
- National Information Assurance Certification and Accreditation Process (NIACAP).
- DoD Information Technology Security Certification and Accreditation Process (DITSCAP).
- DoD Information Assurance Certification and Accreditation Process (DIACAP).
- Security Requirements for Cryptographic Modules (FIPS 140-2).
- DISA IPv6 Special Interoperability Certification in accordance with the DoD IPv6 Master Test Plan.
- ISO 17799 and ISO 27001 Internet Security Systems.
- Service Capability & Performance (SCP) Support Standard.
- ISO 9001:2008 Quality Management Systems.

RECOGNITION

Teradata is recognized by analysts, publications and think-tank groups for its leadership in business, data warehousing, completeness of vision and enterprise analytics. Recent awards and industry recognition include:

- Ranked #1 in Forrester Wave for Enterprise Data Warehousing Platforms, Q1 2011.
- One of the world's 100 Most Ethical Companies in 2010 by the Ethisphere Institute.
- "Top Ten Most Strategic IT Vendors" by InformationWeek.
- "Contender" for Fortune's Annual List of Most Admired Companies.
- Teradata was selected in 2010 for the eighth consecutive year by *Intelligent Enterprise* for the magazine's Editors' Choice Awards -- the elite list of 12 technology providers that lead the way in innovation and business optimization.
- Teradata was positioned as a leader by Gartner:
 - In the Data Warehouse DBMS Magic Quadrant, January, 2010.
 - In the Data Warehouse DBMS Server Evaluation Model, February, 2010.
 - Teradata earned top placement in the Magic Quadrant for CRM Multichannel Campaign Management, April, 2009.
- Teradata and two customers won Gold Awards for marketing from the National Center for Database Marketing, December, 2009.
- InformationWeek (IW) ranked Teradata number 22 in its annual list of "250 Top Innovators" in implementing information technology.

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