TERADATA®

Teradata Everywhere™
Bernd Hauck, Teradata

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Teradata Everywhere™

Teradata At A Glance – Our Business Today

Our Portfolio:

High-impact business outcomes

Business Solutions

Solving business problems through innovative use of data and analytics:

- **Data and Analytic Strategy**
- **Business Value Frameworks**
- **Data Science Services**

Technology Solutions

Scalable and high-performance DBMS, Analytic and Integration Fabric technologies, available on-premise and in the Cloud

- Teradata database,
- Teradata Aster® Analytics,
- Hadoop
- Teradata QueryGrid™, Presto,
- Listener™,
- Teradata Unity

Architecture Expertise

Design, build, deployment, maintenance and operation of Analytic solutions based on Teradata and Open Source technologies:

- **Data Strategy and Roadmaps**
- **Ecosystem Architecture**
- **Design and Implementation**
- **Managed Services**

- ~1,400 + Customers in 77 Countries
- ~10,000 Employees including ~5,000 Consultants
- Market Cap: U.S. $4 Billion+
- World's Most Ethical Companies – Ethisphere Institute
- Fortune: Top 10 U.S. Software Company
- Leader in **Gartner** Magic Quadrant – 1st in "Completeness of Vision" and 4th in "Ability to Execute"

    Data Warehouse and Data Management Solutions for Analytics
- Leader in the **Forrester** Wave™:

    Big Data Hadoop-Optimized Systems

    In-Memory Database Platforms

Analyze **Anything**
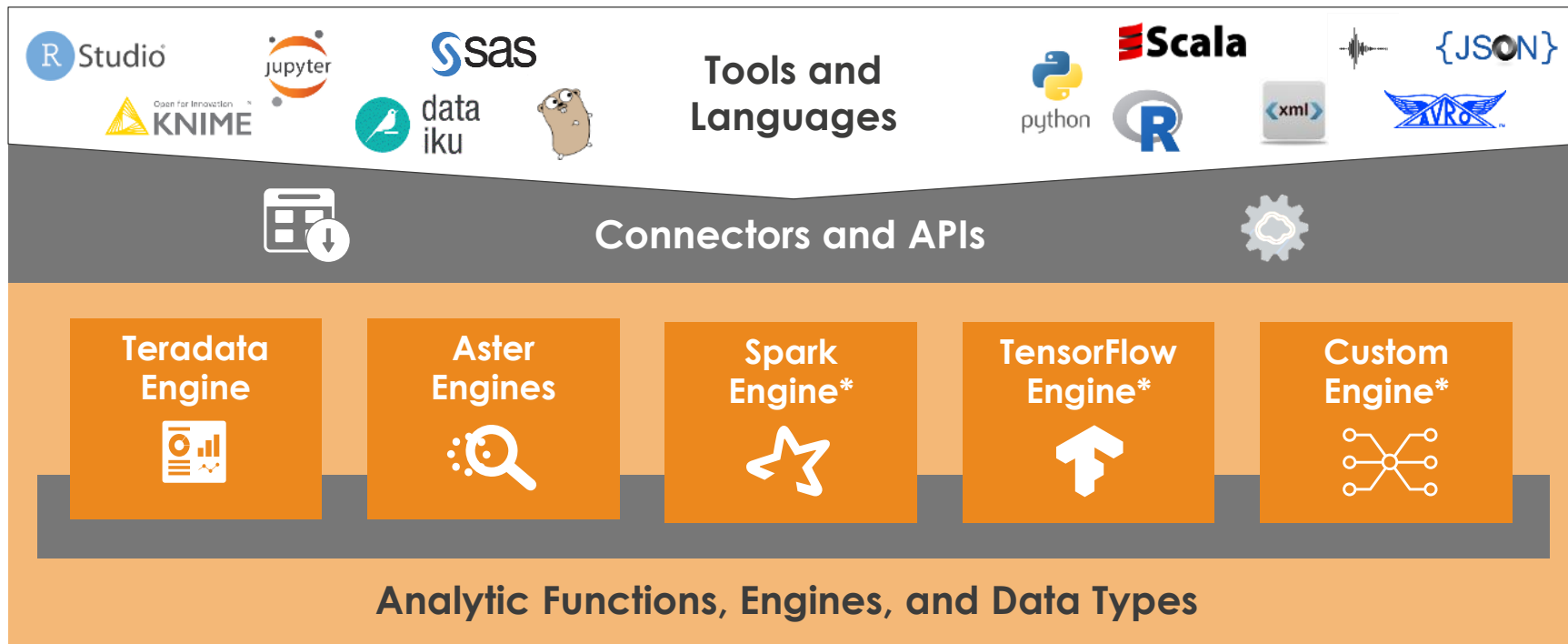
Deploy **Anywhere**

Teradata Everywhere

Buy **Any Way**

Move **Anytime**
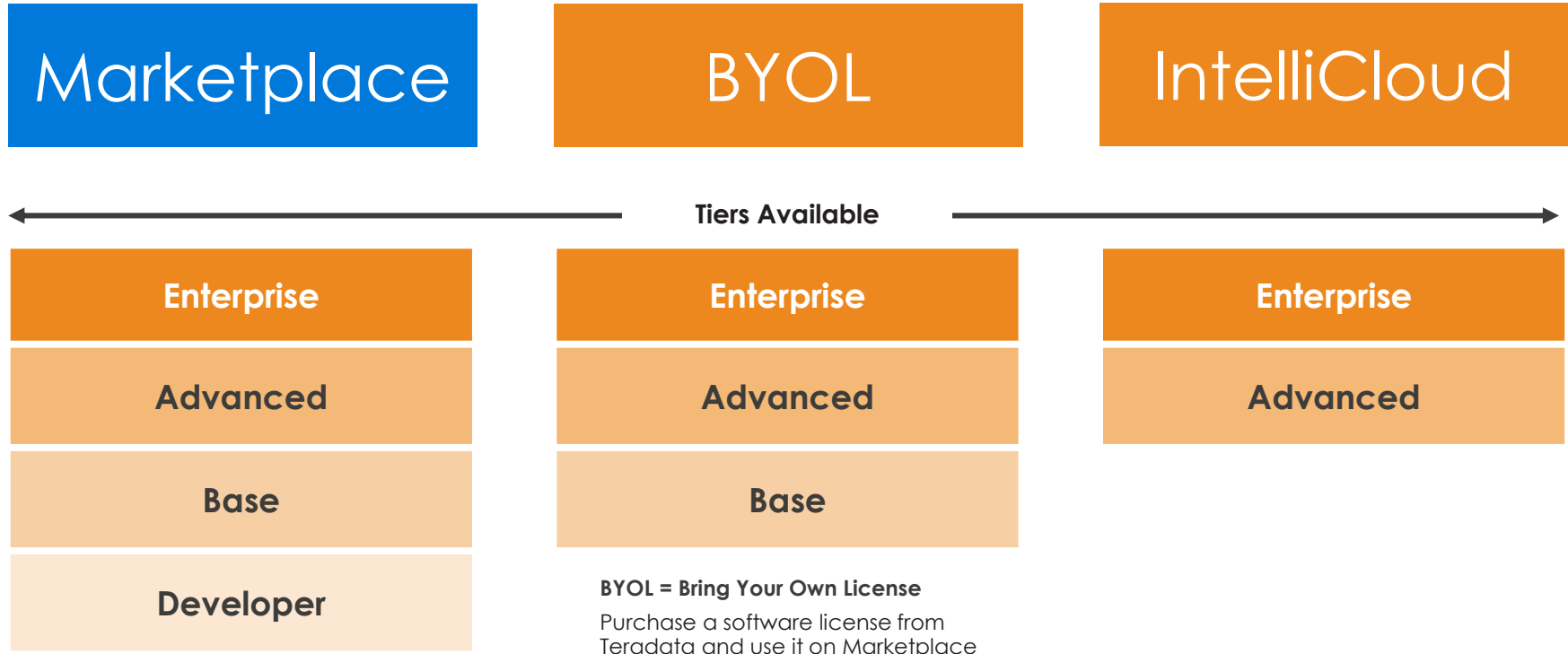
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Deploy Anywhere

Teradata Cloud

Public Cloud

Teradata Hardware

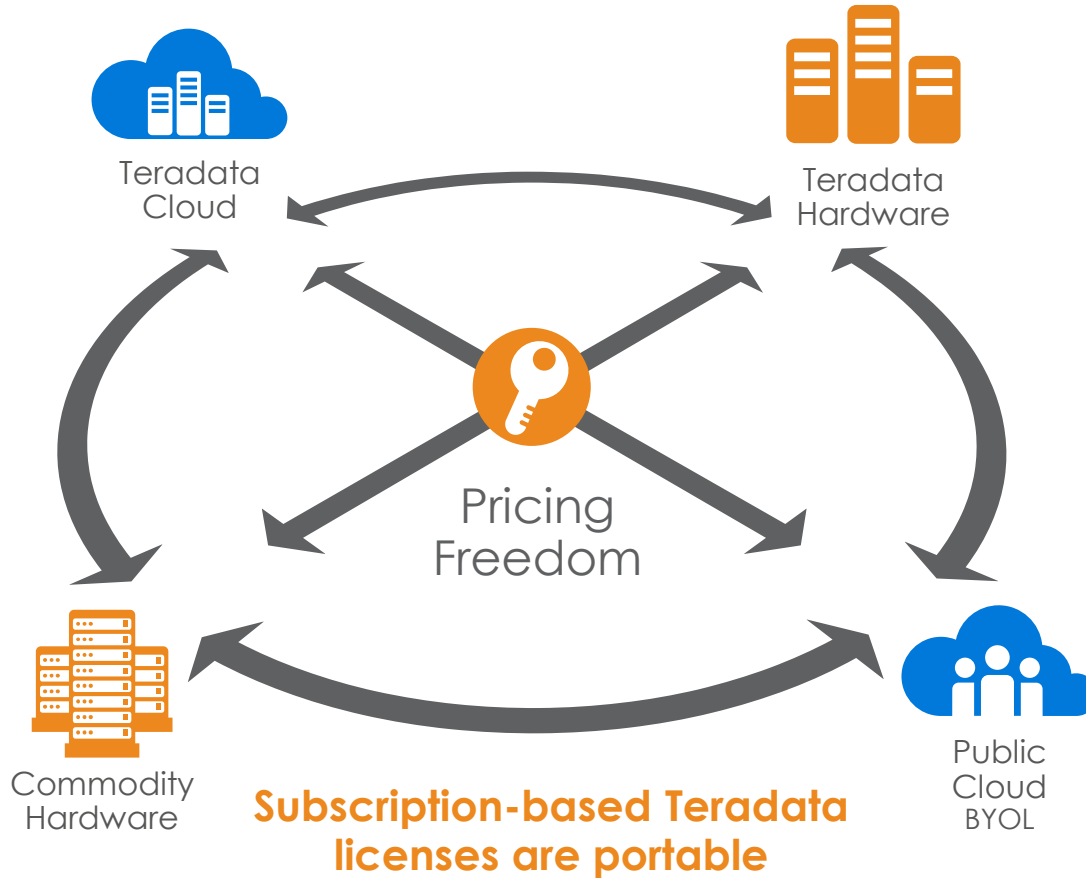Commodity Hardware

Same Teradata software across all deployment options enables seamless application portability

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Buy Any Way

Marketplace	BYOL	IntelliCloud

Tiers Available ←———————————————→

Marketplace	BYOL	IntelliCloud
Enterprise	Enterprise	Enterprise
Advanced	Advanced	Advanced
Base	Base	
Developer		

BYOL = Bring Your Own License

Purchase a software license from Teradata and use it on Marketplace

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Move Anytime

Teradata
Cloud

Teradata
Hardware

Pricing
Freedom

Commodity
Hardware

Public
Cloud
BYOL

**Subscription-based Teradata
licenses are portable**

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"As a Service" Offering

Teradata IntelliCloud™ on AWS and Azure

Performance Management

Multiple instance types

Multiple regions enabling low-latency access

Security Management

ISO 27001, SOC 1/2, PCI, HIPAA

24x7 monitoring

Data encryption

Availability Management

SLA for up to 99% uptime

Daily backups for rollback and business continuity

Change Management

Software patches

Major and minor version upgrades

Web support portal

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Q&A

1. At which level (s) of the classic cloud services (IaaS, PaaS, SaaS) do you classify your cloud offer or product?
   Teradata´s offering ranges from PaaS to Analytics as a Service, including Managed Services of all Products used in customers analytical environment

2. Describe the architecture and its components. Is the solution a re-implementation or redesign of existing technologies (e.g., Google BigQueryis based on Dremel, etc.)?
   Teradata provides Analytical Platforms for more than three decades. Todays offering includes on-premise, public cloud and Teradata Cloud (currently US only)

3. Which strategic technology partners specifically supplement your own portfolio? How are third-party tools supported and how are they integrated?
   Teradata has always partnered with the market leaders for Data Integration, Data Analytics, Data Security and Privacy, etc.

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Q&A

4. Which billing models are available for your cloud services? (e.g., subscription, "pay as you go", per hour / month or user, etc.). Can the different models be combined? (egbase load via subscription, ad hoc load via "pay as you go") (overview is sufficient)
Teradata offers subscription based licenses, which can be moved from on-premise to the cloud and backwards. Additionally, Teradata offers 4 different packages on the Marketplaces at AWS and Azure

5. How flexible can your cloud service or product be scaled up in terms of more data and query performance? What is the scaling unit (e.g., cores, nodes, or specific units)?
Just select the various options in Marketplace to adjust the infrastructure to your requirements.
Teradata has a Management Console for IntelliCloud and upscaling/downscaling can be done via the Console.

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Q&A

6. Where is the cloud data center located for your cloud services? (e.g. Germany, EU or non-EU). Where does the data management for your cloud services take place? Is your offer GDPR compliant? What are your arguments for securing data security and privacy?
Multiple AWS and Azure locations available in the Americas, Europe and Asia. Teradata IntelliCloud™ is GDPR certified, as will as SOC1/2, PCI, HIPAA and ISO27001. Teradata´s Consulting Unit Think Big Analytics supports customers to achieve industry security standards using best in class encryption and data security tools.

7. What are your recommendations / experiences when implementing a hybrid architecture for BI / Analytic? (e.g. data storage and query in the cloud and BI server (frontend) on premise or better both in the cloud or both on-premise?)
The overall data architecture is depending on the customers use cases. Most of our customers have implemented a hybrid cloud environment. Teradata gives their customers the freedom to adjust the hybrid model to their needs, by providing multiple deployment options and transferable licenses.
However, Teradata always recommends an Architecture assessment and an Architecture planning before the implementing the solution.

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