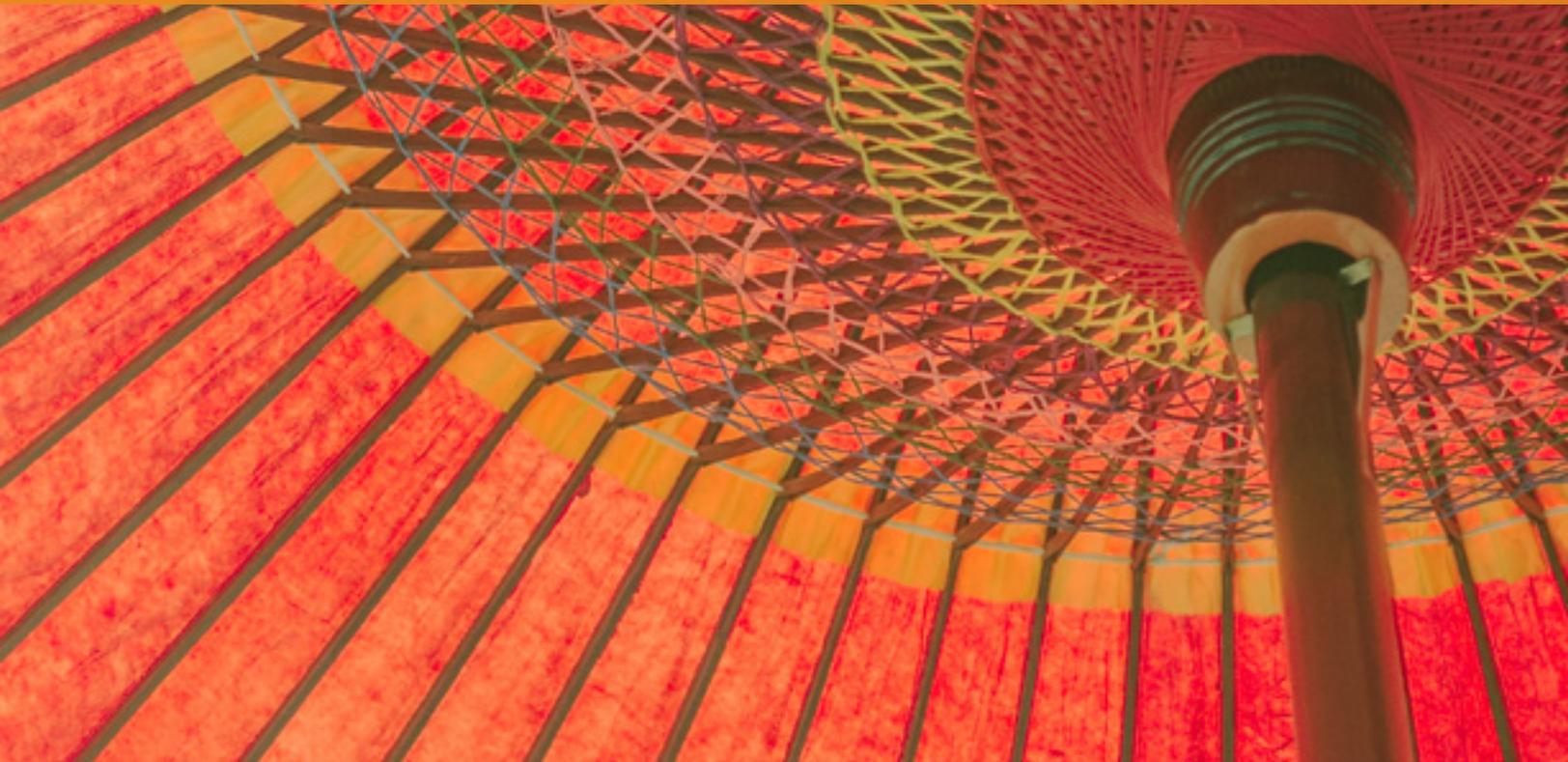


Expand your Analytics Portfolio:

Newer, Faster, More Cost-Effective Business Insights



With the rise of big data and the Internet of things (IoT), organizations are faced with an ever increasing amount—and varying types—of data. The good news is that companies today have access to more information about their customers and competition than ever before. The challenge is that, often times, they lack the ability to efficiently harness, interpret, and take action on their data to achieve and maintain a competitive advantage.

To stay relevant and competitive, businesses are forced to change how they think about information; specifically, how they can turn all their data into new and useful insights—faster and more cost-effectively. As a result, they are seeking analytic solutions that can:

- Be easily adopted by data scientists and business analysts
- Provide scalability and performance with large data sets
- Apply multiple analytic techniques within varying data sets
- Provide new insights using next generation analytics, e.g. path, pattern, and machine learning

Teradata® Aster® Analytics and Fuzzy Logix: The Power of Your Data

DB Lytix by Fuzzy Logix is now available on Aster Analytics, which is great news for organizations that are ready to harness the true potential of their data. Aster Analytics provides a rich portfolio of multi-genre analytics capabilities, which is complemented and extended by almost 700 in-database analytic functions from Fuzzy Logix. This means complex big data analytics problems can now be more easily managed by an integrated and fully supported set of tools from two industry leaders.

+ more analytics
POWER



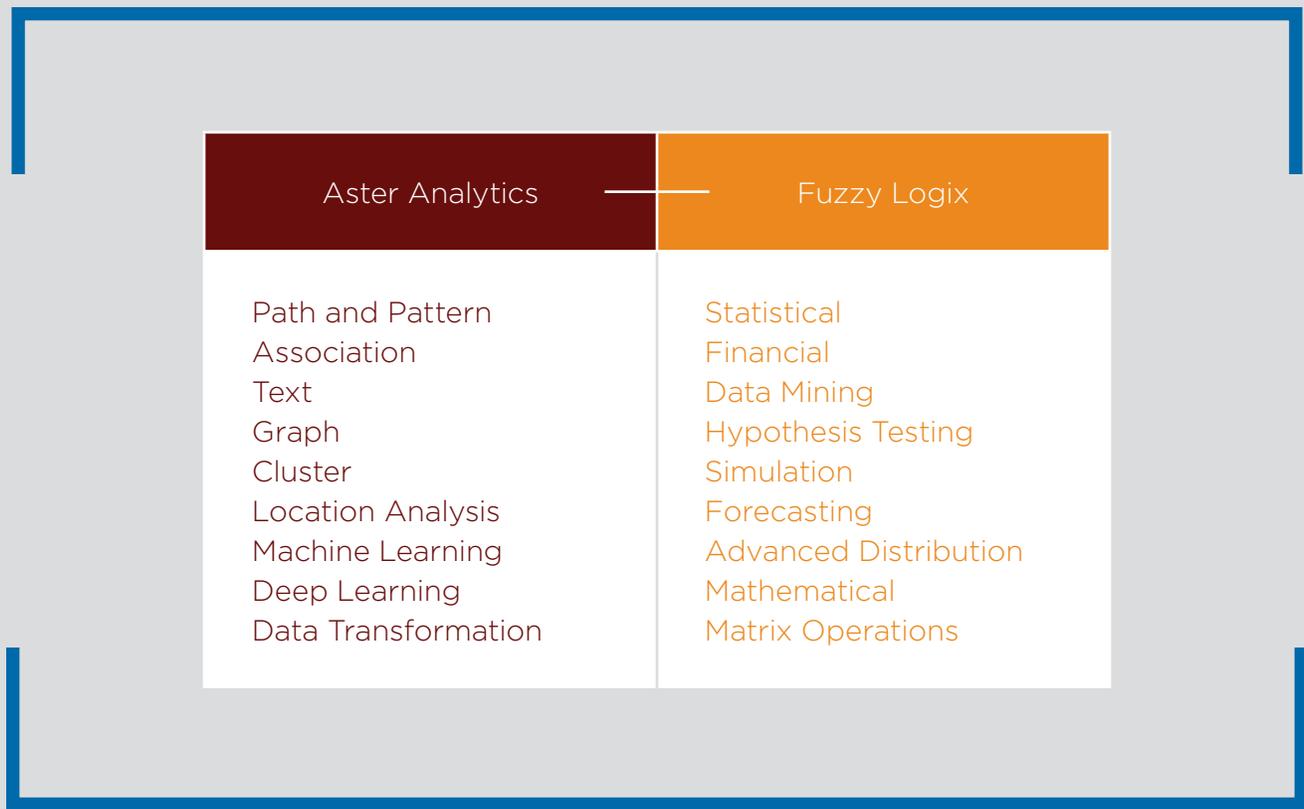


Figure 1: Comprehensive Portfolio of 800+ Analytics Functions

Wide Range of Analytics Functions

Together, Fuzzy Logix and Aster Analytics now provide over 800 advanced analytics so businesses can experience multi-genre analytics in a single solution. With the addition of analytics from Fuzzy Logix, Aster Analytics capabilities are extended even further for customers with the most demanding big data analytics problems. See Figure 1.

SQL-based Analytic Interface

All analytic functions run using simple SQL statements and are executed inside the database. This means that business analysts and data scientists no longer need to learn other programming languages, like Python or Scala, to do advanced analytics. Companies can now leverage their own staff resources, without bearing the expense of hiring additional personnel.

Faster Business Insights

By running analytics in-database, users do not need to run analytics on sample data. Aster Analytics is built for big data analytics with Massive Parallel Processing (MPP) architecture, which allows for scalability and high-performance analytics up to 100x faster than conventional methods. Users can also apply advanced analytics on big data without worrying about performance issues or memory limitation.

Next-gen Analytics

In addition to statistics and mathematics-based analytics, users can enjoy next-generation analytics. This includes path and pattern analytics for behavior analytics; affinity and influencer analysis with graph analytics; as well as sentiment and voice of customer analysis using text analytics and predictive analysis using machine learning and deep learning.

Use Case: Predictive Care Solution

Using Aster Analytics nPath, common paths that lead to certain diseases can now be analyzed. Symptoms that are strongly related with other symptoms can also be viewed. Aster graph analytics lets you identify relationships between symptoms—or Fuzzy Logix linear regression can be used to find and identify parameters that have a high correlation with the disease. See Figure 2.

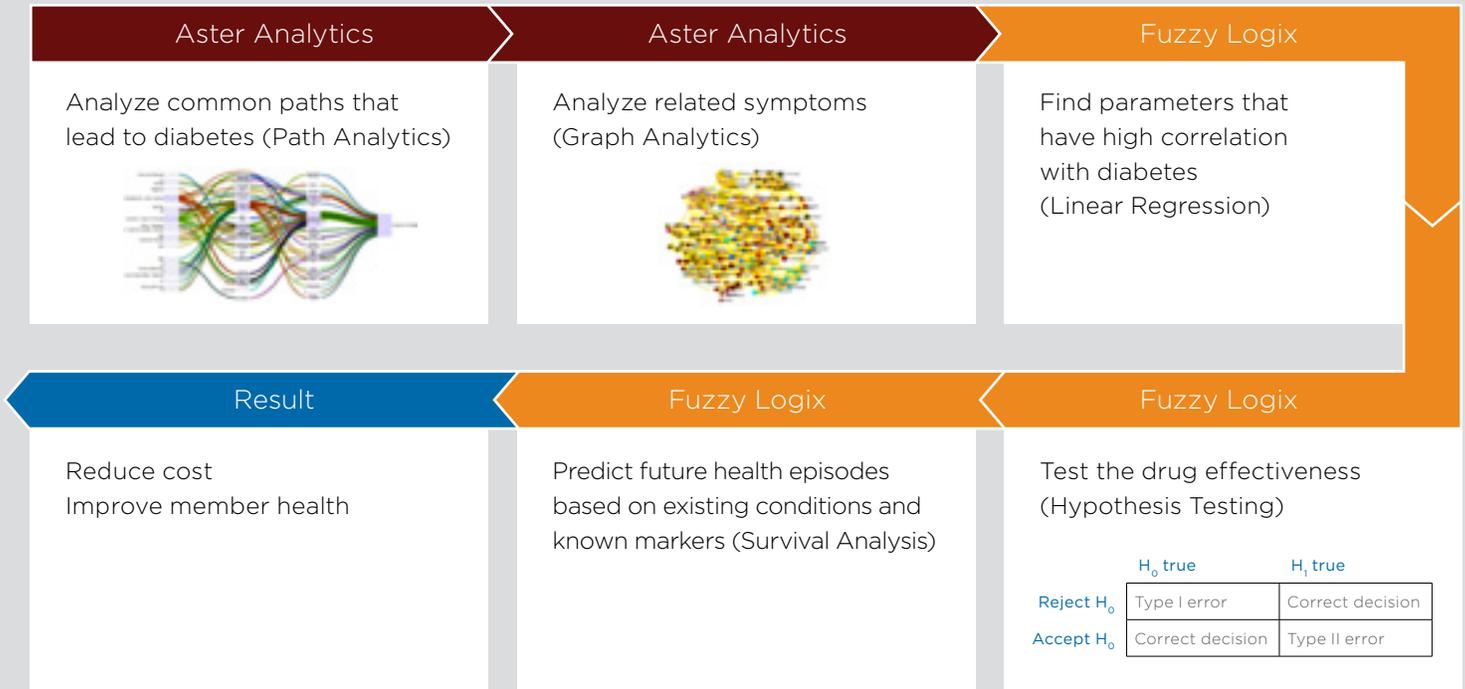


Figure 2: Day in a Life — Predictive Care

Once symptoms are identified, further analysis on the treatment can be conducted. Fuzzy Logix allows you to test a drug's effectiveness using hypothesis testing. A future health episode can also be predicted based on existing conditions and known markers with survival analysis.

This example demonstrates how just one predictive care solution can require extensive analysis to test various aspects of a disease, and provide accurate predictions. Having access to a wide portfolio of analytics in a single solution helps build and optimize advanced analytic models—using DB Lytix and Aster functions—before operationalizing them in the data warehouse. This means data scientists and business analysts have a holistic suite of analytic capabilities to select, test, and operationalize multiple analytic techniques that are “best fit” predictive models.



Conclusion

The rise of big data means access to more customer and competitive information than ever before. With DB Lytix by Fuzzy Logix and Aster Analytics, organizations can now apply multiple analytic techniques—and provide greater scalability and performance—on different and larger data sets, providing new, actionable, and more cost-effective insights to gain a competitive advantage.

Learn More

Professional Services are available globally from an integrated Teradata and Fuzzy Logix team.

For more information about Aster Analytics, visit teradata.com/products-and-services/analytics-from-aster-overview.

To learn more about DB Lytix by Fuzzy Logix, visit fuzzylogix.com.

About Fuzzy Logix

We accelerate analytics. We are a growing team of data scientists, engineers and marketers that live to discover interesting patterns in super large data sets in record time, and with a purpose: to make this science available to any business function within an organization, in an easy to apply manner. We are all about making analytics on big data *pervasive, real time, and approachable*. Visit us at fuzzylogix.com.

About Aster Analytics

Aster Analytics provides multi-genre analytics—like Path, Pattern, and Graph analytics—to understand common user patterns and help detect anomalies. While most advanced analytics in big data require highly specialized and expensive data science skills to design, build and maintain their analytics solutions, Aster Analytics provides interfaces that enable a broad range of users to discover key insights from their data—and iterate different types of analytics—fast. Business analysts with SQL skills can execute over 100 prebuilt functions (e.g., Path, Graph, Text Analytics, and Machine Learning) in any combination to run sophisticated analytics against their data.



10000 Innovation Drive, Dayton, OH 45342 Teradata.com

Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information.

Copyright © 2016 by Teradata Corporation All Rights Reserved. Produced in U.S.A.

09.16 EB9463



TERADATA