

Unearthing Game-Changers from Deep within Your Data

PARTNER



Delivering Advanced Analytics within the Teradata Unified Data Architecture™

Far too often, the game-changing potential of data and analytics has been more promise than reality.

Across sectors, business and technical users have long understood that data-driven innovations—such as customized churn models for marketing teams, rapid and accurate provider scoring for health insurers, and on-demand compliance reporting in financial services—can deliver a powerful competitive advantage. But consistent mining of timely, relevant, and trustworthy insights to drive innovation has been an elusive goal, due to three hurdles in particular:

Excessive Data Movement

A middle-tier architecture typically implies the need to transfer, convert, and verify data. The associated cost and latency issues can be prohibitive for timely analytical analysis.

Limited Data Access

Companies struggle when trying to access up-to-date data—structured, multi-structured, and unstructured—located in one or more platforms. As a result, it is often impossible to apply sophisticated analytics against all of their data.

Analytic Skillset

IT resources are constrained by their reliance on data scientists to laboriously build and validate analytical models, while limiting companies' abilities to extend user-friendly analytics throughout the enterprise to meet growing needs.

The partnership between Teradata® and Fuzzy Logix™ empowers companies to leap over these hurdles. By bringing together two industry leaders—Teradata, with its unique Teradata Unified Data Architecture™ and unrivaled

data warehousing, and Fuzzy Logix, with its scalable, lightning-fast in-database analytics—companies can finally realize the potential that for too long has been just out of reach.

What Does This Mean for Your Business?

Speed to Data

You'll see and use all of your data, from all of your sources, to discover insights and validate projections.

Speed to Analytics

Analytics are applied to your data as it exists and where it resides. This allows you to produce trustworthy results significantly faster than you do today—in some cases, thousands of times faster.

Speed to Insights

Shorter analytic cycles, coupled with Teradata's event-driven database features, means you can afford to apply analytics the moment the data arrives.

By extending analytics throughout the enterprise and enjoying nearly unlimited scalability, you'll ask and answer new and more relevant questions at all levels of your business. System-based pricing (no seat licenses), lifetime ownership, and more efficient use of IT resources significantly lower total cost-of-ownership.

The Power of Partnership

At the heart of Teradata's products and services is the Teradata Unified Data Architecture™—the only truly integrated analytics solution that unifies multiple technologies into a cohesive and transparent architecture. The Teradata Unified Data Architecture™ adds a discovery platform and a data platform to complement the Teradata Integrated Data Warehouse. The data platform can either be Hadoop or a Teradata Integrated Big Data Platform for

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large, cost-effective storage and analysis of big data. The best of breed Teradata Unified Data Architecture helps organizations gain a competitive analytic advantage by providing insights that help you increase productivity, streamline costs, and unleash the value of data.

Further enhancing the Teradata environment is Fuzzy Logix, a leading predictive analytics software and services company. Fuzzy Logix solutions enable companies to directly integrate analytics into data warehouses, enterprise applications, devices, and web services. This enables enormous processing efficiencies and dramatically reduces the cycle time for analytics.

Fuzzy Logix's comprehensive in-database analytics library is the world's most complete, with more than 600 algorithms that work inside both the Teradata data platform and Teradata Integrated Data Warehouse and reach through to Hadoop. You can run everything from simple statistical analyses to Monte Carlo simulations, pattern recognitions, and various financial functions from deep within the Teradata engine; eliminating the need to move data out of the Teradata Unified Data Architecture.™

And because Fuzzy Logix operates inside the Teradata memory kernel, the Teradata workload manager allocates all resources and manages the workload on existing databases. Additionally, if needed data scientists can carve out space in a separate data lab within the environment. This gets rid of any impact on other database users or applications.

Fuzzy Logix also enables you to leverage your existing analytical tools and, in some cases, dramatically increase their processing speeds. By applying Fuzzy Logix analytics at the source, you can eliminate uncorrelated variables or statistically insignificant observations. This will greatly reduce the response time for modeling tools from companies such as SPSS®, SAS®, MicroStrategy®, Tableau™, BIRST™, BusinessObjects®, and almost any reporting tool, as well as reduce response times on tablets and mobile devices.

Together, Teradata and Fuzzy Logix apply all of this processing power to meet the needs of all industry-specific solutions.

The Fab Five Business Benefits

The Teradata and Fuzzy Logix partnership offers exceptional business benefits, including:

Analyze Everything

The ability to run analytics on all of your data—not just a subset—and the integration with existing reporting tools, analytics, and platforms mean you get a consistent, reliable, up-to-date view of your business for everyone to ask any question.

Do it Fast

Get trustworthy results from your most up-to-date data. Analyze this data as it arrives, as much as thousands of times faster. This ensures results are timely, relevant, and cost effective.

Extend Analytics throughout the Enterprise

Discover truly pervasive analytics that empower business users to ask new questions. Users who are familiar with SQL can focus models on specific time frames or criteria.

Realize Nearly Unlimited Scalability

Fuzzy Logix leverages the power of the Teradata system, providing linear scaling and protecting existing investments.

Do it Economically

Savings come from:

- System-based pricing. No seat license means you can deploy the solution across your business community.
- Lifetime ownership. Even if you don't continue annual support, you own Fuzzy Logix forever.
- More efficient use of IT resources. Data scientists can build and iterate models faster and create more flexible models, freeing them to focus on building the next generation of models.
- Leveraged investments. Fuzzy Logix analyzes existing data within the warehouse to make analytics faster and more efficient.

The Time is Now

The speed of industry change continues to accelerate. This puts enormous pressure on your business to quickly understand and discover where the advantages are—and to be the first to exploit those advantages.

That's what data and analytics are all about, and that is what the partnership between Teradata and Fuzzy Logix delivers.

For more information about how Teradata and Fuzzy Logix can help your business, contact your local Teradata representative or visit Teradata.com.

Solving Business Problems

A Top 5 marketing company realized a 10-fold increase in revenue in four years, lowering churn from above 4 percent to less than 1 percent and reducing the cost of Internet sales by 50 percent.

A Top 5 health insurer cut the time for provider scoring from six weeks to 4.5 minutes. This significantly reduced risk because provider quality and efficiency of care could be scored on demand instead of twice per year.

A Top 5 healthcare company is running existing BI reports 91 percent faster, which allows for timelier peer comparisons.

A Top 5 financial services company used to require 15 hours for calculations on compliance reporting; today those calculations occur in seven minutes.

A Top 3 marketing company has found that its model building team is 10 times more effective at creating models, realizing a 3,200 percent return on investment in Fuzzy Logix's DB Lytix™ in 12 months.

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