

MIGRATE YOUR DATA WAREHOUSE TO CLUDERA

Scale Hundreds of Use Cases, Thousands of Users with Ease

Why Migrate to the Cludera Data Warehouse?

The Cludera Data Warehouse is a modern solution enabling organizations to share petabytes of data across thousands of users with the security, governance, and availability that large enterprises demand. It delivers a fresh experience across data governance, storage efficiencies, workload management, and mission critical support.

The Cludera Data Warehouse is powerful, scalable, and affordable, combining all the standards that Teradata customers have come to expect with modern capabilities:

- _ Standard ANSI SQL for dimensional models
- _ Materialized views
- _ ACID capabilities
- _ Strong Workload Management supporting diverse users with varying skills
- _ On-demand self-service data access encouraging collaboration
- _ Interoperability with machine learning for easy experimentation
- _ Deployment choice: on-premises, public clouds, private cloud, or any combination

The Cludera Data Warehouse Supports the Hybrid and Multi-Cloud

30TB migrated and \$2.5M Saved

Large US Healthcare

Data Warehousing is the backbone of every data driven organization, providing mission critical analytics. Today, modern data warehousing has evolved to meet the intensive demands the newest analytics required to be data driven. While this "data tsunami" may poses a set of new challenges, it also opens up opportunities for a wide variety of high value BI and analytics use cases that everyone is eager to capitalize on.

Traditional data warehouse vendors may have maturity in data storage, modeling, and high-performance analysis, yet, these legacy solutions are showing their age, and can no longer cost-effectively meet these new demands.

Why Migrate from Teradata?

With an inability to tackle new and changing modern data warehouse use cases, at an unprecedented scale, Teradata's proprietary technology and expensive cost of ownership become harder to justify.

The demands of modern data warehousing spans analysis across all data - those that originate from traditional backend business systems to those that come from sensors at the edge. The expectations from data warehousing solutions have gone up significantly, raising questions like:

- _ How do we manage the data tsunami while shortening the data warehouse lifecycle?
- _ How do we support hundreds of new use cases that arise from making this data available?
- _ How do we cost-effectively scale, dynamically, across a choice of environments, spanning the data center and the cloud?

Cludera's Modern Data Warehouse answers these questions with ease.

Highlights from Successful Migrations:

- _ A large healthcare organization in the US: Migrated more than 30 TB of data from Teradata, onboarded new data sources, unleashed new use cases, and saved more than \$2.5M in license and maintenance costs
- _ A global bank in Asia Pacific: An effort that started as a Teradata (partial) offload turned into a full blown migration - moving both ETL and BI jobs into Cludera DW. This led to significant savings in operational costs and currently stores more than 2 PB of data
- _ A large retailer in Europe: After migration, demand forecasting of orders improved by 3%, vehicle fleet cost savings amounted to several millions of dollars, and the retailer was able to deliver on the promise of predictive analytics from large data sets.

Migrating with the Cloudera Data Warehouses Migration Factory?

Having migrated several Teradata and other legacy data warehouses to the Cloudera Data Warehouse platform, Cloudera's "Data Warehouse Migration Factory" methodology was built from many successful migrations.

The Data Warehouse Migration Factory provides:

- _A customized inquiry session to listen to your specific needs and challenges
- _A one-day workshop to discuss the tools and techniques available for migration
- _An optimized and detailed plan that understand your opportunities and pain points
- _An estimate of the level of effort required to complete your unique migration
- _Workshops that followed up with specifics of the migration program, tailored to your organization's specific timelines

The Cloudera Data Warehouse supports the newest data warehouse initiatives that require a modern approach.

Data Warehouse Optimization:

Traditional data warehouse infrastructures often lack the ability to cost effectively handle the increase in data volume, number of users, and more advanced analytics use cases needed to drive business insight. Optimizing a legacy data warehouse involves partially or fully migrating traditionally difficult workloads (large scale ETL jobs, Self-Service BI) from Teradata to the Cloudera Data Warehouse. Tested and proven by our largest customers, open source engines like Impala, HIVE LLAP, Hive on Tez, and tools like Hue and Workload XM, handle tremendous scale while providing significant cost savings.

Operations Data Warehousing:

Traditional data warehouse infrastructures cannot handle the task of analyzing the large amounts of events and time-series data that is found in machine logs, sensors, and other devices at the edge. The real time analysis of these very large and constantly growing data sets requires a modern approach. The Cloudera Data Warehouse harnesses the power of highly scalable engines designed to work with time-series and events data. Open source engines like Kudu and Druid efficiently tackle massive volumes of fast moving data.

Discovery Data Warehousing:

Traditional data warehouse infrastructures are by their very nature highly structured. So when it comes to analysis on structured together with semi-structured and unstructured data, you're usually stuck. The Cloudera Data Warehouse is designed to tackle the hard problem of analyzing across textual and relational data. When you are performing data exploration and experimentation, you can sift through vast amounts of textual data, correlating with relational data, using the power of open source query engines such as Solr, Impala, and HIVE.

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cloudera.com/campaign/migrate-to-cloudera.html