

TERADATA

TERADATA

Industry

Enterprise Data Management and Analytics

Website

www.teradata.com

Company Overview

Teradata (NYSE: TDC) helps companies get more value from data than any other company. Teradata's leading portfolio of big data analytic solutions, integrated marketing applications, and services can help organizations gain a sustainable competitive advantage with data. Visit teradata.com.

Product Overview

The Teradata Unified Data Architecture brings together the right tools for the right job in an orchestrated manner that masks the underlying complexity to the end users and manages the complexity for the engineers that provision enterprise data.

Cloudera and Teradata Deliver the Unified Data Architecture to Enable Companies to Connect the Dots within the Enterprise for Optimal Analytics

Organizations need to be data-driven to achieve business advantage and competitive differentiation. New data types, exploding data volumes, and emerging analytic capabilities make it increasingly challenging to “connect the dots” within an organization. Confusion is compounded as organizations struggle to work within limited budgets and sort through myriad technology choices with different capabilities and economic considerations. In the quest to do things quickly and to be agile, organizations often take an application-centric approach to solving use cases. However, resolving these challenges one at a time quickly leads to data and analytic silos that are expensive, reduce the quality of decisions, and can ultimately slow the organization down.

Rather than taking an application-centric approach, Cloudera and Teradata believe it is important to take a data-centric approach. This requires an optimal data architecture combining a range of technologies based on MPP relational databases and Hadoop, and methodologies and usage patterns based on schema-on-read and schema-on-write. When properly orchestrated, this method of connecting the dots delivers the best cost, the best analytics, and more agile decision-making.

Teradata has been doing this for years and has the technology, best practices, and people to make all this happen.

Cloudera and Teradata: Better Together

Cloudera and Teradata are the respective leaders in Hadoop and Data Warehousing. The engineering partnership between Teradata and Cloudera enables clients to orchestrate workloads in such a way as to realize the right set of capabilities and economics for the right job, in what Teradata calls the Unified Data Architecture™ (UDA). In short, the joint solution delivers more data to the right people at the right time.

Cloudera's enterprise data hub (EDH) offering enables companies to:

- > Economically capture and store more data through schema-on-read methods that bring down development costs
- > Run analytics and data discovery against data in the EDH to allow organizations to explore new data sets in their raw form for maximum agility
- > Build big data solutions that meet enterprise requirements for data security, governance and management.

CLOUDERA ENTERPRISE BENEFITS

Stores and Analyzes Any Type of Data

- > Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- > Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

Enterprise Approach

- > Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- > Enterprise-grade data auditing, data lineage, and data discovery

Industry-Leading Management and Support

- > Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- > Open platform ensures easy integration with existing systems
- > Open source to achieve stability, continuous innovation, and portability

TERADATA BENEFITS

Enterprise Approach

- > Helps companies consolidate different data sources across the enterprise to eliminate silos.
- > Advanced analytical capabilities enable a single version of the truth and turn data into powerful information that arms frontline and back office employees with powerful insights.

Technology

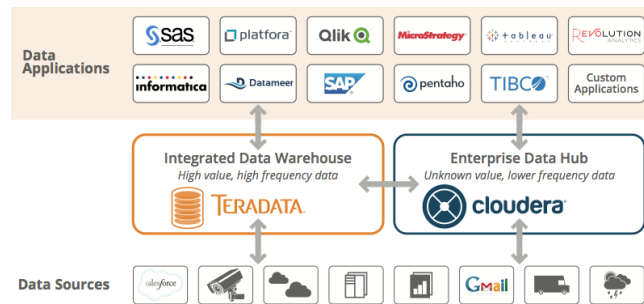
- > Delivers affordable family of purpose built platforms, along with innovative industry-specific solutions that enable organizations to solve a wide range of data challenges.

Experience

- > More than 30 years of experience
- > Over 2000 implementations in virtually every industry
- > The world's largest, most experienced force of industry, data management and analytics consultants with a focus to drive top and bottom-line growth.

The Teradata Integrated Data Warehouse allows companies to:

- > Economically reuse and share data, through best-in-class performance, linear concurrency, a cost-based optimizer, full ANSI SQL compliance, and IP to accelerate schema-on-write methods that remove the burden of data prep for the masses
- > Analyze data in the Data Warehouse to gain insights from clean, reliable, high-value data with predictable and guaranteed SLAs



This blended portfolio is not limited to technologies. The strength of this collaboration also lies in the best practices of Cloudera and Teradata's people—the laboratories, professional services, sales, and marketing teams, as well as business partners. Unifying the vision and skills across these communities makes it easier for our joint customers to learn and capitalize on their data assets. Cloudera and Teradata working together on-site with a shared architecture vision advances the CIO's agenda while reducing architecture confusion.

The Teradata Advantage

Numerous Teradata innovations contribute to the overall hybrid architecture success. Just a few of the important innovations include:

- > **Teradata QueryGrid™** lets business analysts ask any question, transparently pulling together data from the enterprise data hub and the integrated data warehouse into a single answer set. QueryGrid is the switching strategy between repositories and workflows.
- > **Teradata Aster Discovery Platform** accelerates big data insights so that organizations attain unmatched competitive advantage by making it faster and easier for a wider group of users to generate powerful, high-impact business insights from data in the enterprise data hub and the Data Warehouse.
- > **Teradata Loom** provides tracking, exploring, cleaning, understanding, and transforming of HDFS files. Loom monitors the lineage of every HDFS file from the moment it is loaded through its usage lifecycle. Operations managers and programmers can easily evaluate 50 million HDFS files.
- > **The Teradata Database** brings integrated data to a wide population of users of various proficiencies. The integrated data warehouse satisfies complex queries and in-database analytics, and masks complexity to end users through the marketing leading cost-based optimizer and intelligent allocation of memory and disk to ensure hot and cold data migrate throughout the hardware for better performance.
- > **Teradata Professional Services** data warehousing skills and best practices are immediately transferable to the Cloudera enterprise data hub. A shortened list of Teradata Professional Services offerings include data lineage, data cleansing, governance, ETL, security, ingestion, reporting and dashboards, predictive analytics, and when-to-use-which platform selection. These capabilities are strengthened by Teradata's acquisition of Think Big Analytics. Think Big brings Hadoop ecosystem skills including ingestion, MapReduce, streaming, cascading, NoSQL integration, search, and machine learning.



About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data: The Enterprise Data Hub. Cloudera offers enterprises a place to store, process and analyze a wide variety of data types, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access, management, analysis, security and search. With over 15,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry's broadest array of Hadoop training and certification programs. Cloudera works with over 700 hardware, software and services partners to meet customers' big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. www.cloudera.com

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