

## TERADATA.

### TERADATA

#### Industry

Enterprise Data Management and Analytics

#### Website

[www.teradata.com](http://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](http://teradata.com).

#### Product Overview

The Teradata® Appliance for Hadoop with Cloudera is a powerful, ready-to-run enterprise platform that is pre-configured and optimized specifically for big data.

Purpose-built for big data storage, refinement, exploratory analysis and management of multi-structured data, the appliance features Teradata-supported Cloudera Enterprise on a proven Teradata hardware platform with latest Intel® processors and enterprise-class storage—all preinstalled into a power-efficient unit.

## Teradata Appliance for Hadoop with Cloudera, the Integrated, Enterprise-ready Hadoop

Apache™ Hadoop® continues to gain momentum in the enterprise by providing a cost effective, massively scalable environment for loading, storing, refining, and exploring very large amounts of data of any format. While Hadoop provides exciting new capabilities and economics that allow enterprises to capture and analyze new data in unprecedented ways, organizations are still struggling with the deployment and on-going operations of Hadoop. These long and arduous development cycles may take 6-8 months and often does not meet enterprise expectations. These struggles are often due to the challenges of: lack of technical know-how inside organizations, the complexity of integrating Hadoop with other strategic components of the ecosystem, as well as demands for enterprise features like manageability, reliability, supportability and serviceability.

### Cloudera and Teradata: Better Together

Cloudera and Teradata, the respective leaders in Hadoop and data warehousing, have joined force to develop the Teradata® Appliance for Hadoop with Cloudera, a powerful, ready-to-run enterprise platform that is pre-configured and optimized specifically for big data. This 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.



As a purpose-built, integrated hardware and software solution for data at scale, the appliance runs Cloudera Enterprise with the additional benefits of simplified manageability and enterprise grade reliability that comes from an engineered appliance, all backed by Teradata and Cloudera's world class customer support. By minimizing the number of moving parts required for deployment and operations, the appliance allows companies to achieve faster time to value by just plugging the appliance into existing infrastructure, thereby leveraging your current investments in technology and resources.

## 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.

## Scalable, Manageable, and Ready-To-Go Enterprise Hadoop

The Teradata Appliance for Hadoop with Cloudera is a tightly integrated hardware and software stack optimized for enterprise-class big data processing. Deployment, performance, ease-of-use, manageability, and reliability are vastly improved from the typical do-it-yourself Hadoop system.

- Powerful, scalable, and built for ease-of-deployment – Delivered as a fully integrated system that's ready to plug-in and use, allowing customers to have the system up and running live in just a few days
- Flexible platform options – Available in multiple system configurations to suit a variety of performance, capacity, and workload requirements
- Faster access to open source Innovation – Employs a new and streamlined deployment model to install and upgrade Hadoop software, allowing customers to benefit from the stability of an engineered appliance from Teradata while having access to latest Hadoop software innovations Cloudera, within 30 days of becoming generally available

## Seamless Self-Service Data Access

Cloudera and Teradata provide a set of robust software technologies to integrate data among Cloudera, Teradata, and Teradata Aster Discovery Platform, creating a self-service data platform with seamless access to all data.

- Teradata® QueryGrid™ provides enterprise-class SQL integration among Cloudera, Teradata, and Teradata Aster Databases to minimize data movement and duplication, giving business analysts and data scientists seamless, self-service access to Hadoop data through a single query.
- Teradata Connector for Hadoop supports high-performance parallel bi-directional data movement between Teradata systems and Hadoop ecosystem of products.
- Teradata Aster File Store (AFS) enables quick and easy ingestion of multi-structured data into Teradata Aster Discovery Platform, making it easier and quicker for business analysts to work with the data.

## Complete and Centralized Management and Monitoring

Combining the power of Cloudera Manager with Teradata Viewpoint and Teradata Vital Infrastructure, the Teradata Appliance for Hadoop with Cloudera combines intuitive tools for centralized management with powerful capabilities for facilitating and automating administration, even as the system scales.

## About Teradata

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## About Cloudera

Cloudera is revolutionizing enterprise data management with the first unified Platform for Big Data, an enterprise data hub built on Apache Hadoop™. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data.

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### [cloudera.com](http://cloudera.com)

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