
AWS
re:Invent

ANT241-S

How Teradata uses AWS to power enterprise analytics

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Teradata

AWS re:Invent

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aws

WE'RE NOT WHO YOU THINK WE ARE!

STATE OF MARYLAND'S ANSWER:

$10M

Fraudulent refunds avoided

The Maryland State Comptroller avoided paying fraudulent refunds by identifying common characteristics, but speeding up legitimate returns

AMERICAN EAGLE'S ANSWER:

525%

Increased email open rates

American Eagle Outfitters increased its promotional email open rates by continuously engaging with its mobile and fluid customer base

GENERAL MOTORS' ANSWER:



With millions of connected cars, General Motors' world vision is to keep customers safer and improve city roads

0

Crashes, emissions, congestion

ROCHE'S ANSWER:

€200M

Potential savings

With development costs for a single drug exceeding €1B and taking eight to 10 years, leveraging existing clinical data can deliver life-saving drugs up to two years sooner and save over €200M

LARRY H. MILLER'S ANSWER:

59

Wins per season

Larry H. Miller Sports & Entertainment uses analytics to keep the team playing its best and give its loyal fans a winning season

VERIZON'S ANSWER:

1%

Mobile customer churn



In the hyper-competitive mobile market, acquiring new customers is costly. Verizon has reduced churn to an industry-leading 1%

VOLVO CARS' ANSWER:

49,987km

With over 80% of its cars connected, Volvo Cars analyzes over 500,000 hazard incidents weekly to monitor the condition of every car

MAERSK LINE'S ANSWER:

32°F

Not 30°F, not 34°F

Maersk manages and operates 250,000 refrigerated containers with temperature sensitive products. Each container needs detailed maintenance after each journey to provide optimal temperature control

SIEMENS' ANSWER:

99%

On-time arrival rate

Siemens Mobility used analytics to achieve a 99% on-time arrival rate by analyzing 400 billion+ sensor readings to predict maintenance needs

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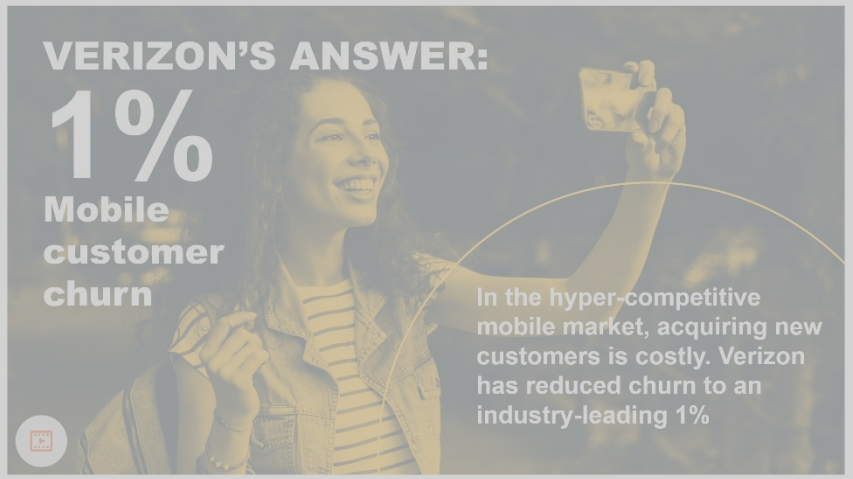


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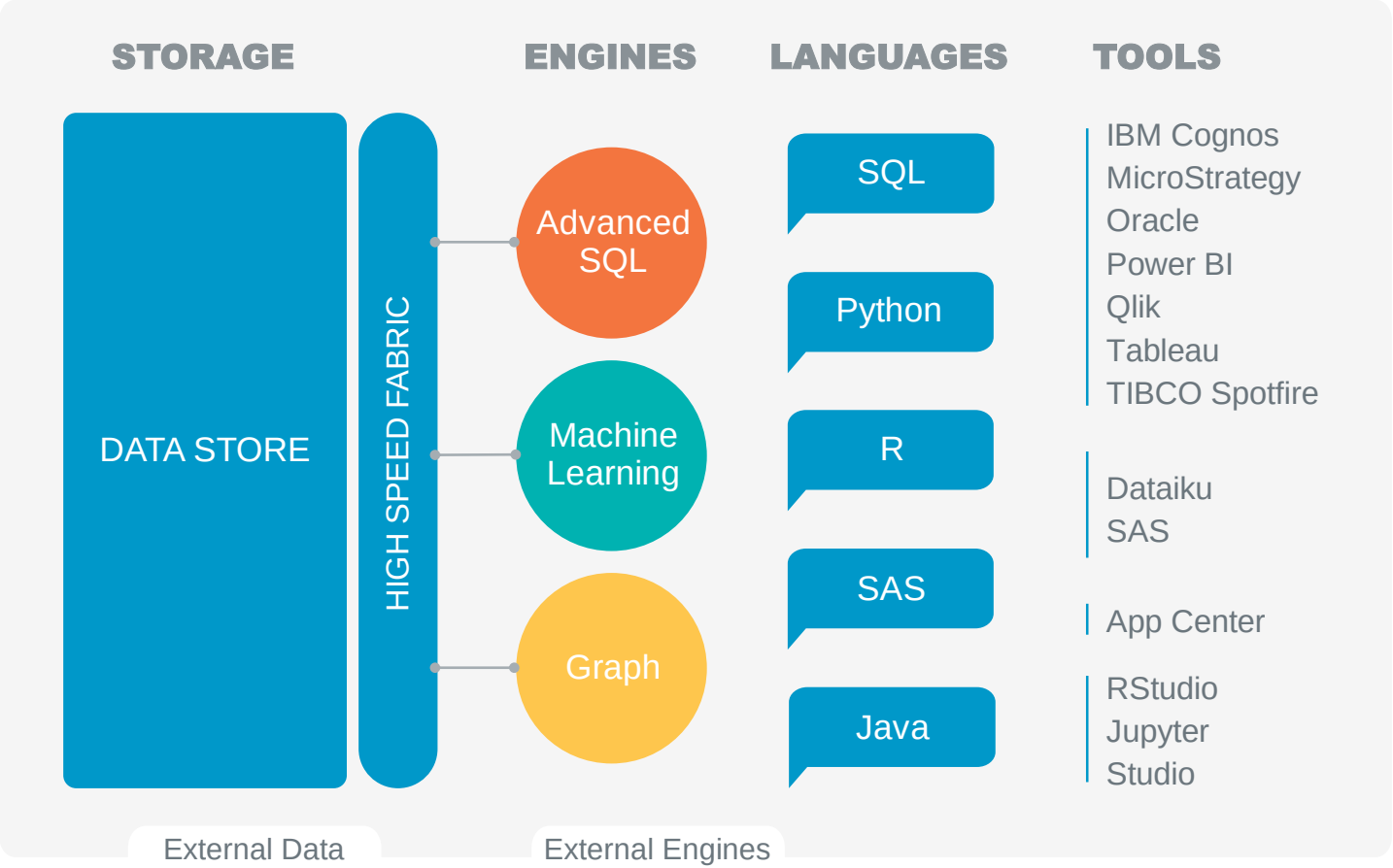
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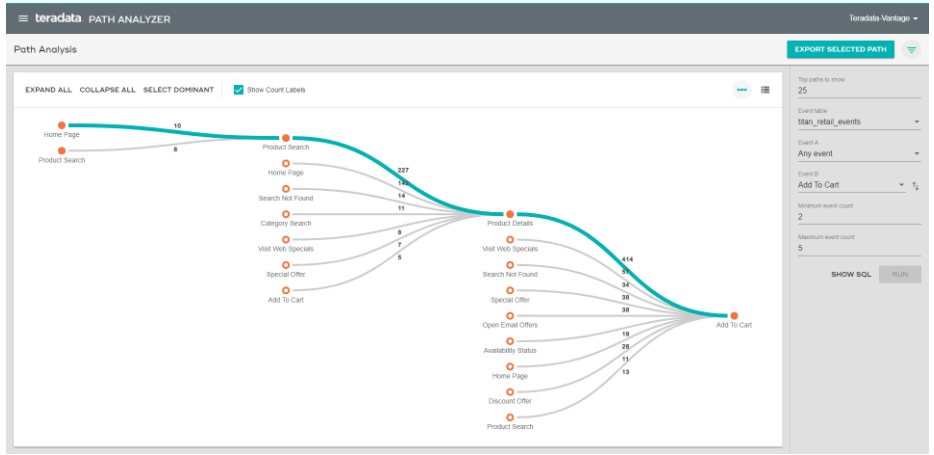
Teradata Vantage: Analytics Platform Software

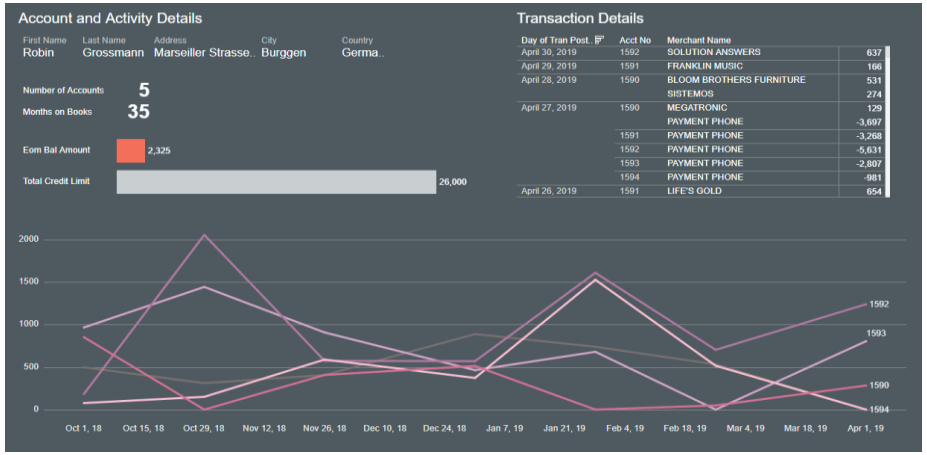
- **Any** tool
- **Any** language
- **100%** of the data



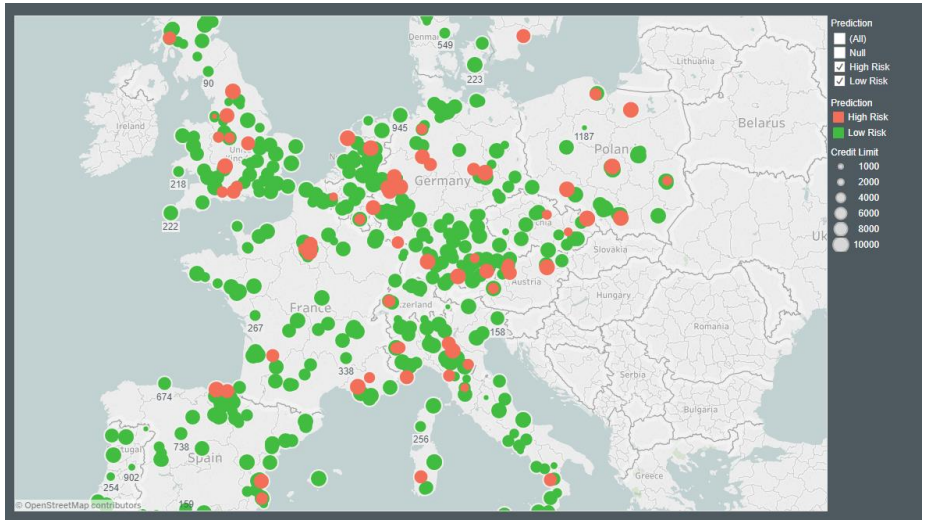
teradata.

Churn Prediction, Fraud Detection, Path Analysis & More









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AS-A-SERVICE

As-a-Service Subscription Features

Teradata provisions the infra
- Single-tenant accounts (not shared)

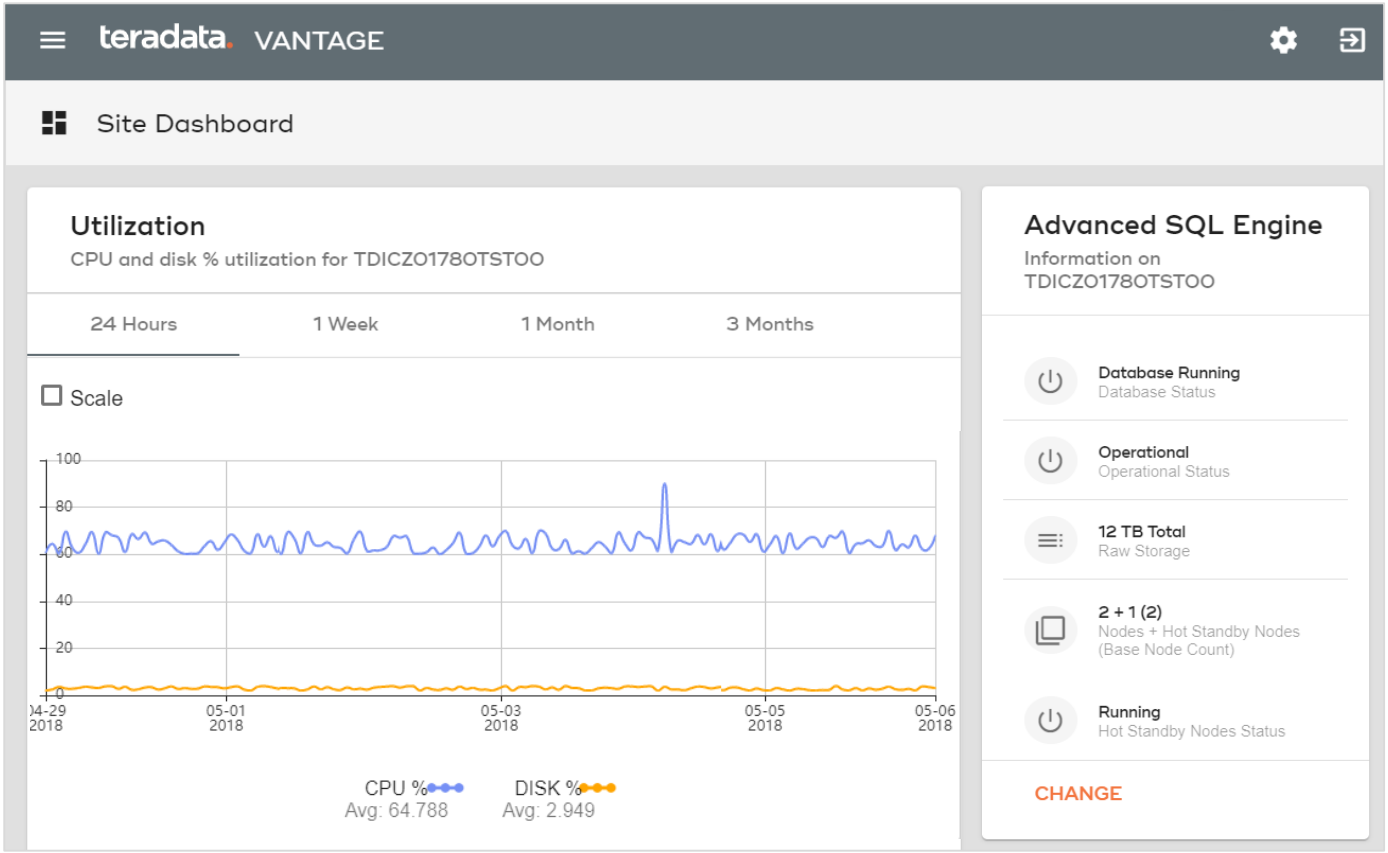
Convenient options
- Monthly or annual terms

Focus on answers, not IT
- Teradata manages the environment

Feature	Included
Software	✓
Infrastructure	✓
Monitoring	✓
Encryption	✓
Onboarding	✓
Compliance	✓
Web console	✓
Daily backups	✓
99.9% uptime SLA	✓

Elasticity Is Easy with the Console

- Scale up/down *(size)*
- Scale out/in *(quantity)*
- Stop/start
- Storage expansion



No data redistribution required, minimum downtime (minutes)

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AWS & TERADATA SERVICES WORK TOGETHER

Teradata Vantage Uses Standard AWS Infrastructure

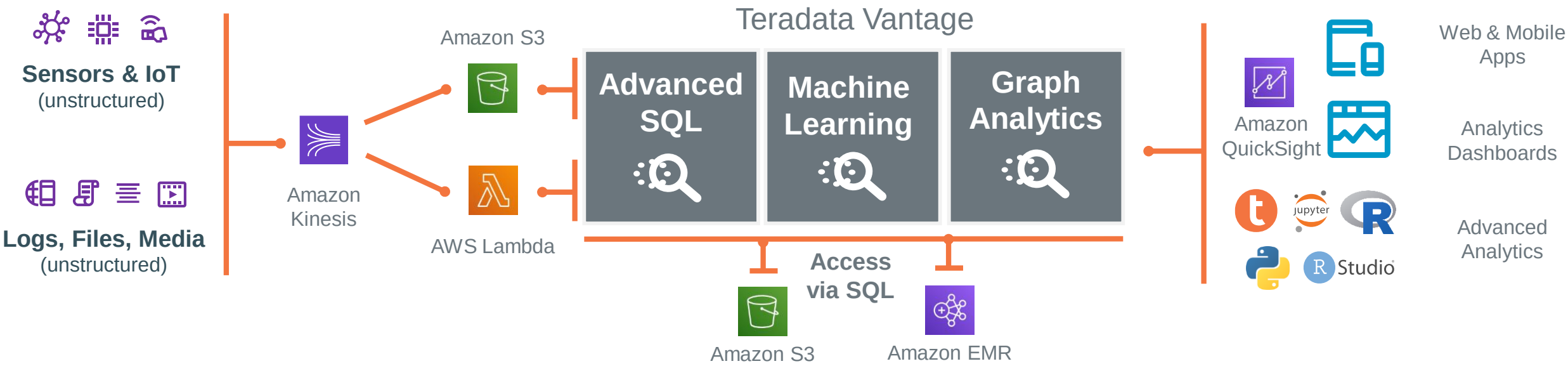
teradata.	Software	**Teradata Software**
aws	Compute and Storage	**CPU**
		Memory
		Network Attached Storage
		Object Storage


Amazon EC2


Amazon EBS


Amazon S3

Teradata Vantage on AWS Reference Architecture



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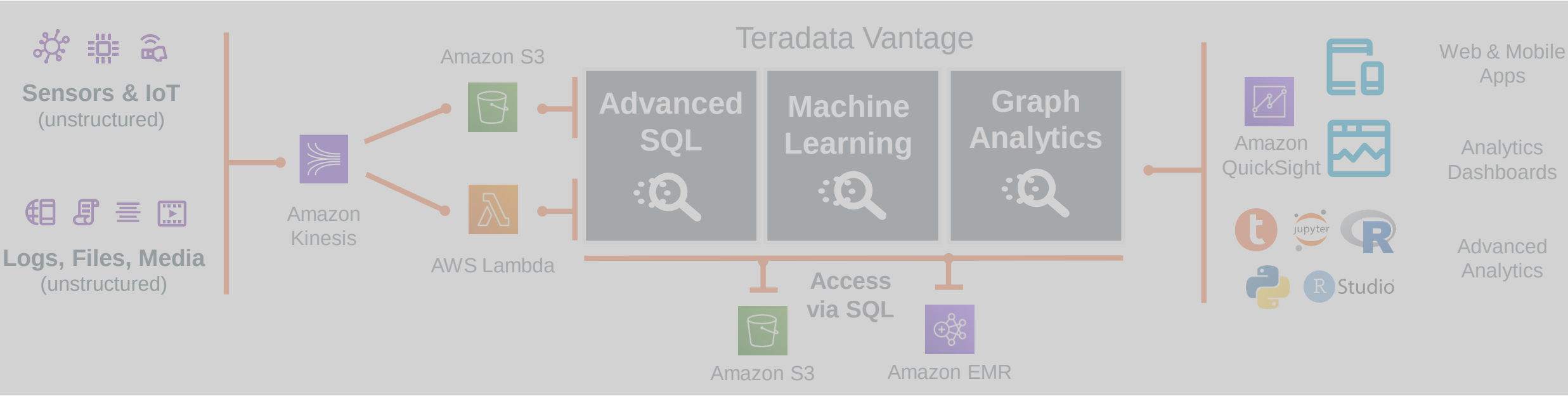
Additional AWS Services Used with Teradata Vantage

Amazon EBS Snapshots

AWS Glue

Amazon SageMaker

Amazon DynamoDB



AWS Direct Connect
PRIVATE CONNECTIONS

AWS CloudFormation
ORCHESTRATION

AWS Key Management Service
KEY MANAGEMENT

Amazon CloudWatch
MONITORING

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One Query, All Data – Including in Amazon S3



Run advanced analytics from a single environment that pulls in and joins data from other sources such as Amazon S3

```
SELECT * FROM nPath (   ON prod.customer_transactions
                        PARTITION BY customer_id
                        ORDER BY transaction_date
                        …
                    )
JOIN S3.payee_clickstream   WHERE …
```


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LIVE DEMO

CONSUMPTION PRICING

Consumption Aligns Investment with Outcomes

- Pay only for what's used
- Get usage transparency
- Enjoy solution elasticity



Available via AWS Marketplace private offer

Choice of Pricing Models

1

Fixed Capacity

Perfect for steady-state workloads

2

Flexible Capacity

Ideal for varying yet substantial utilization

3

Consumption

Best for low, spiky, or uncertain usage

Pay for What's Provisioned

Pay for What's Used

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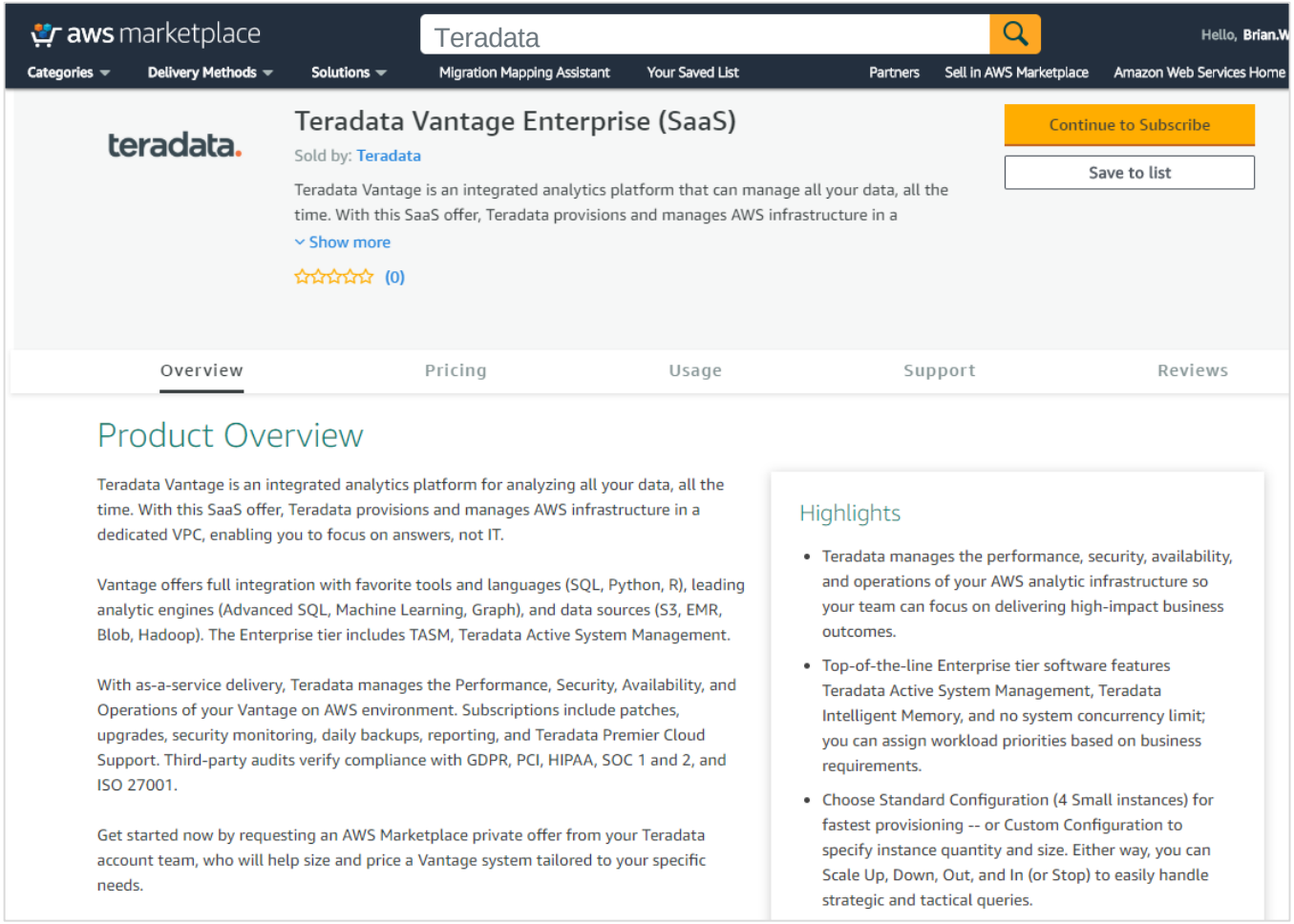
Get Teradata Vantage on AWS – in AWS Marketplace

Get started now

- Go to AWS Marketplace
- Search for “Teradata”
- See both SaaS and DIY listings

Examples

- Vantage Developer (Free, DIY)
- Vantage Enterprise (SaaS)



Consumption pricing available via AWS Marketplace Private Offer

teradata.

DIFFERENTIATION

How Is Teradata Different?

Performance at Scale

- Millions of queries/hour
- Lowest cost/query at scale
- Linear scalability

Hybrid Cloud

- Same software everywhere
- Makes migrating easy, fast
- Reduces deployment risk

*"For 40 years, **data & analytics** are all that we've done."*

What About Under the Hood?

- **Workload Management**
  - Not all queries have the same priority
  - Megadata firms require performance SLAs
- **Software Optimization**
  - Determines least-cost way to execute
  - Indexing vastly accelerates query performance

What do top industry analysts think about Teradata?

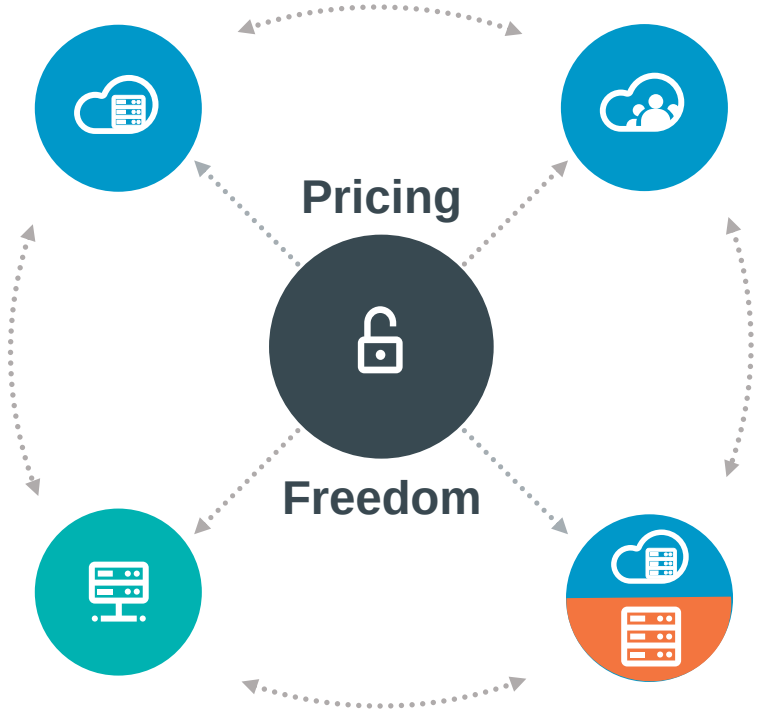


2019 Gartner Critical Capabilities

Source: https://www.gartner.com/document/3904863?ref=TypeAheadSearch&qid=9c04f5aa3bdf9d79ac76e5

Deploy Anywhere. Buy Any Way. Move Anytime.

Teradata Infrastructure
in Teradata Data Centers



AWS Infrastructure
in AWS Data Centers

Customer Infrastructure
in Customer Data Centers

Teradata Infrastructure
in Customer Data Centers

Vantage subscription licenses are **PORTABLE**

Take Advantage of the AWS Workload Migration Program

One-time incentive equal to **12%** of your first-year AWS infrastructure cost

Eligible Migration Use Cases

- Oracle, Netezza, Sybase
- SQL Server, DB2
- Teradata DR/BAR
- Teradata On-Premises
- Teradata Hadoop Appliance

Incentive Program Rules

- Value applied to migration professional services
  or
- Credits delivered directly to customer account for AMI subscriptions
- Not stackable with other programs *(POC credits)*
- Pricing valid for 30 days
- Public reference requested after successful migration

Visit Us: Booth #405

- Vantage on AWS
- Collaboration with AWS
- Native object store
- Machine learning/graph
- Pipeline/ingest
- Vantage Analyst
- Consumption pricing



The NEW Teradata

- **Cloud-first analytics software provider**
- **We help customers transform data into answers**
- **We have scale**
  - $2.2B revenue
  - 9K employees
  - 40 years strong
- **We ❤ AWS**
  - 157 certifications
  - 5,400 accreditations
  - Data & analytics competency

Teradata Serves Industry-Leading Customers

ticketmaster Hertz SIEMENS PHILIPS meredith

18 of the top 20

Global banks use Teradata to grow revenue across channels

19 of the top 20

Communications providers use Teradata to optimize operations

15 of the top 20

Global retailers use Teradata to improve customer experience

All of the top 6

Airlines uses Teradata to maximize customer experience

11 of the top 20

Healthcare companies use us to drive better medical outcomes

13 of the top 20

Global manufacturing firms use Teradata to increase throughput

teradata.

Thank you.

For more information, please visit

www.teradata.com/aws





Please complete the session survey in the mobile app.

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