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Modernize your data and analytics estate with Teradata VantageCloud Lake on AWS

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Modernizing in the cloud: promises and challenges

The cloud holds immense promise to transform business. However, fulfilling that promise requires an efficient data management strategy that allows your organization to focus on innovation rather than getting bogged down in overseeing data.

The accelerated pace of cloud migrations in the past few years has led to a proliferation of data in the cloud – data that’s not always well governed. A common mistake that early cloud adopters made was to take a lift-and-shift approach, moving pre-existing data and systems to the cloud without cleaning them up first. As organizations built new deployments, data pipelines, and data lakes on top of existing ones, it compounded the problem, resulting in a chaotic data mess.

To realize the value of cloud modernization, it is critical to start with a smart data migration strategy and technology the entire organization can leverage.

This is where Teradata and **Amazon Web Services (AWS)** are leading the way – helping companies consolidate data silos, pipelines, and workloads with a cloud-based, lake-centric approach that minimizes complexity, reduces costs, and accelerates time to value.

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It's time to clean up your data estate

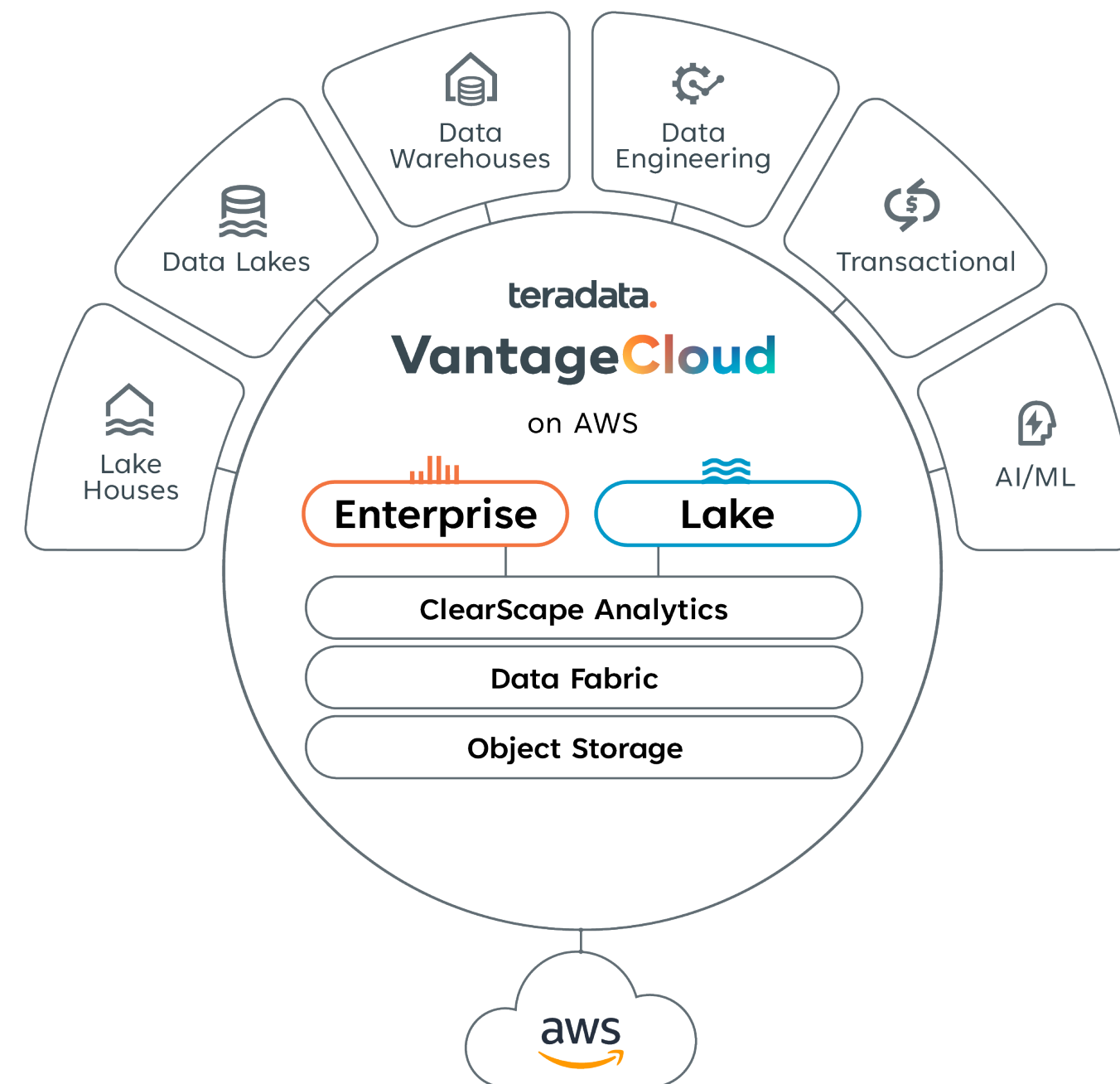
Eliminate your data and compute mess

When new deployments and data pipelines are added haphazardly to a data and analytics estate, it can cause a veritable flood of new data. This data often ends up being unnecessarily replicated or separated in data silos, making it difficult to access. A lake-centric approach addresses the expensive and inefficient processes caused by ungoverned data proliferation. This results in lower costs, greater agility, and analytics innovation.

As you consolidate your data and analytic workloads in a data lake or lakehouse, you can set the right pace for your modernization. You have control over which of your legacy platforms to modernize and which to retire. You can redesign data feeds and workflows so that they take advantage of new cloud-native tools and services. This thoughtful approach allows you to build a flexible and sustainable analytics environment for your business stakeholders.

Currently available exclusively on AWS, Teradata

VantageCloud Lake is a cloud-native solution that enables you to integrate and consolidate your data estate in a central data lakehouse. It combines the power of the Teradata VantageCloud data platform for enterprise analytics, with the flexibility, scalability, and security of AWS. You gain faster access, better governance, and more powerful analytics at massive scale—all at a lower total cost of ownership.

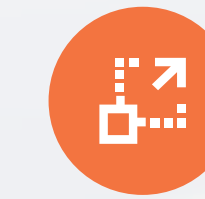


VantageCloud Lake enables organizations to unlock data and solve complex business problems on a cloud-native architecture by:



Collecting data in a central lake location and making it available to multiple users

with the “load once, use many times” capability



Ensuring scalable deployments with dynamic auto-scaling of resources



Building distributed ecosystem connectivity with a data fabric that enables access to data where it lives



Enabling low-cost data storage with a cloud-native object store

Unlock data, activate analytics, and accelerate value

Teradata, a trusted, enterprise-savvy leader, works with the world's largest customers to unlock the potential of their business with data and analytics. Teradata's continuous innovation in enterprise analytics and data management raises the bar to consistently accelerate value to meet the evolving needs of its customers.



*For 20 consecutive years, Teradata has been recognized as a leader in data analytics in Gartner's magic quadrant assessments, most recently in the **2022 Gartner Magic Quadrant for Cloud Database Management Systems (DBMS)**. Gartner also ranked Teradata #1 in all four use cases in the **2022 Gartner Critical Capabilities for Cloud Database Management Systems (DBMS) for Analytical Use Cases**.*

Teradata offers solutions for every business need:

Teradata VantageCloud is a complete cloud analytics and data platform that allows you to democratize data access, operationalize analytics, and reduce waste through improved cost visibility and management.

Teradata ClearScope Analytics™ is a robust portfolio of analytic capabilities that accelerates data preparation, data engineering, model training, and model deployment at scale. It's embedded in both VantageCloud deployment options: Lake and Enterprise.

Teradata VantageCloud Lake is built on an all-new, next-generation architecture, bringing enterprise data and advanced analytics to more use cases than ever before. VantageCloud Lake is currently available only on AWS. Its cloud-native architecture scales elastically and cost-effectively to meet organizational needs. This deployment enables complex analytics with languages and data science tools such as Amazon SageMaker.

Teradata VantageCloud Enterprise: VantageCloud Enterprise on AWS is used by organizations around the world to run critical, IT-managed enterprise workloads – all with the best price performance in the market.



Teradata scores with the New York Giants

The New York Giants U.S. football team has selected VantageCloud Lake on AWS and ClearScope Analytics to connect data across customer touchpoints, delivering an outstanding fan experience. VantageCloud Lake on AWS will enable the New York Giants to leverage analytics across all sources of customer data to create a better picture of their fan base. This fully integrated view will be an addition to the Giants' current data warehouse environment. It is expected that the insights gained will make it easier for the New York Giants to provide a stellar experience to its fans, delivering more tailored offerings based on customer behavior, demographics, and lifetime value.



Teradata and AWS: a winning combination

With the option to separate compute from storage, cost-effective scaling, and integrations with more than 200 AWS services, Teradata and AWS offer great advantages together. You can innovate faster, scale smarter, and govern better.

Business outcomes like a strong return on investment (ROI), faster time to value, and smooth operations are supported by a slew of technology benefits that come from modernizing your workloads in the cloud.

These benefits accrue even faster with the dedicated migration support for workloads through the **ISV Workload Migration Program** offered by AWS, which simplifies the migration process and reduces costs for customers interested in migrating on-premises workloads to the cloud.

The collaboration between Teradata and AWS helps you leverage technology to achieve critical business results by:



Making you enterprise-ready: A recognized industry leader, Teradata's unique VantageCloud Lake solution allows you to consolidate and modernize old and new workloads at enterprise scale.



Providing a comprehensive, end-to-end analytics platform: The depth of the ClearScape Analytics functions allows you to query advanced data types (i.e., time series, geospatial) from any location with minimal data movement. What's more, these are integrated across the data and analytics estate (e.g., data lake, data warehouse, etc.) to deliver a single, unified experience of analytics.



Offering price predictability: You can now control costs and maximize resource performance with set pricing models.



Calibrating scalability: Say goodbye to overprovisioning. Run millions of queries, thousands of users, and hundreds of applications in a single day with right-sized resources, thanks to smart scaling and the superb throughput concurrency for queries at any time.

Migrate and modernize with Teradata and AWS today

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The combination of VantageCloud Lake on AWS, including ClearScape Analytics, eliminates complexity and accelerates time to value while giving you full control over costs. Integrations with Amazon S3, Amazon SageMaker, **Amazon EMR**, **AWS Glue**, and **Amazon QuickSight** allow your teams to be more nimble, experimental, and innovative with tools of their choice.

Contact Teradata today to learn how you can modernize your data and analytics estate with VantageCloud Lake on AWS.

About Teradata

Teradata is a partner in the AWS ISV Workload Migration Program, which is designed to accelerate and simplify customers' migration to the cloud. Teradata is a connected multi-cloud data platform company. Its enterprise analytics solve business challenges from start to scale, equipping you today with the capacity to handle the massive and mixed workloads of the future.

[Learn more at Teradata.com.](https://www.teradata.com)

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