



2012 Teradata EPIC Awards Customer and Partner Winners and Finalists

Customer Awards

Category: Analytical Excellence

Solutions that increase the speed or accuracy of business decision making, or deliver other measurable improvements in productivity and/or performance; support test and learn analytics; real-time active analytics; enhanced business insights – improving business decision making in a way that yields a quantifiable productivity or performance benefit to make the best decision possible.

Winner: McCain Foods Limited
Project: Operational Equipment Efficiency

Synopsis: McCain has experienced a cultural shift with its ability to access and analyze not just data, but data that is transformed into information that is intelligent and actionable. Through both local and enterprise information, employees are looking at operations globally to help grow overall profitability.

Data departments around the world and employees at each plant no longer have to gather and extract data to provide to other employees, because users have direct access to the information they need via dashboards and reports.

Finalists: Centene Corporation
Project Name: Centelligence Platform

MGM Resorts International
Project Name: Interactive Analytics Kiosk: Web-based Enterprise Portal for Real-time Gaming and Non-gaming Analytics

Category: Customer Insights and Engagement

Solutions that deliver customer insight from any channel to help drive customer engagement, response, and loyalty and/or help optimize marketing programs and processes across channels; or initiatives that use active technologies (real-time load, mobile access to information by customers or employees, real-time analysis of next best activities for sales or service).

Winner: Telenor Pakistan

Project: **Customer Intelligence: Beyond the Data Warehouse to Advanced Analytics**

Synopsis: The Business Intelligence Department at Telenor Pakistan developed a robust Teradata Enterprise Data Warehouse that delivers a 360-degree customer view using data from multiple source systems. The EDW and integrated BI platform go beyond traditional reporting, extending the EDW to powerful commercial applications of analytics that intelligently route calls, drive cross-sell and up-sell, enable customer centricity in marketing strategies, customize offers for each individual customer and target micro-segments, predict customer behavior, and more. These customer intelligence applications are enabling Telenor Pakistan to rise to be the number one mobile operator in Pakistan.

Finalists: **China Construction Bank (CCB)**

Project Name: CCB EDW

Isle of Capri Casinos

Project Name: High-Value Customer Notifications

Category: Integrated Marketing Management

Solutions that put B2C and B2B marketers in control of planning, budgeting and spending to execute multi-channel campaigns that tie marketing directly to business results, and that integrate online and offline channels. Could include real-time monitoring and adjustment of marketing initiatives to achieve greatest results.

Winner: **United Rentals**

Project: **Customer Retention Campaign**

Synopsis: The United Rentals Customer Retention Program leverages the capabilities of Teradata Enterprise Data Warehouse, Aprimo Relationship Manager and internally developed systems to connect the sales organization with the customer base at the right time to maintain the most critical aspect of sales – the customer relationship.

Finalists: **International Speedway Corp.**

Project Name: FanMAX

Laureate Education, Inc.

Project Name: Aprimo Marketing Studio Implementation

Category: Integrated View of the Business

Solutions that break down multiple data silos across an organization to create a unified version of data, a “single version of the truth.” These efforts result in an integrated view of the business, and create true business intelligence for the organization.

Winner: **KPN N.V. with Cognizant Technology Solutions**

Project: **KPN BI Bright**

Synopsis: Leveraging the Teradata platform with the Communications Logical Data Model (cLDM) at the heart of solution, KPN, with its implementation partners, Cognizant and Teradata, has been able

to build a single enterprise view and integrated end-to-end Telecom data warehouse. This system provides business value through timely and accurate customer insights across KPN's products, services and business lines.

Finalists: **Abbott Laboratories**
Project Name: Enterprise Information Management Solution

Aircel Limited
Project Name: Single Customer View thru EDW/BI

Category: Operational Excellence

This includes implementations that have delivered measurable improvements in the organization's operations including solutions that accurately forecast or anticipate customer demand; successful deployments of just-in-time active inventory management systems, improved supply chain visibility or asset monitoring/sensing; analytics, business intelligence or data management deployments that deliver improvements in operational efficiencies.

Winner: **Industrial and Commercial Bank of China**
Project: **Enterprise Business Analytics Optimization**

Synopsis: ICBC recognized the value of data and the insights it holds and that for data to be embraced by business users and applications, data must be managed with the appropriate disciplines and technologies. The Enterprise Business Analytics Optimization Project improved data management capabilities and data quality across ICBC. As a result ICBC's EDW remains an important and trusted source for critical business applications and analytics across the enterprise.

Finalists: **Cisco Systems**
Project Name: Driving Towards Excellence – A Teradata Journey

Saks Fifth Avenue
Project Name: LookBook

Category: Resource Optimization and Sustainable Business Practices

Deployments that focus on resource optimization, such as fewer data marts or lower operating costs; systems that save money or improve operational efficiencies; technology implementations that reduce energy use ("green" efforts) or optimize IT resources for lower overall total cost of ownership (TCO); deployments that leverage existing data and insights to help your company do more with all of your data.

Winner: **GE Healthcare**
Project: **Efficient and Reliable Enterprise Data Backup and Recovery**

Synopsis: Since the introduction of Teradata to the GE Healthcare IT landscape in 2004, the evolution of backup and recovery operations has enabled the BI COE to meet the demands of the entire program lifecycle, from development to testing to production, in a reliable and consistent manner. Even with an 8X growth in the size of the EDW during that time, the weekly backup

time window has been reduced from 12+ hours to 4 hours. The time to recover a backup file has been reduced from 3+ days to a few hours. The recovery time objectives for business continuity in the face of disaster are met.

Category: Transparency, Compliance and Risk Management

Data management solutions that improve the organization’s ability to meet complex risk, regulatory and other compliance-related requirements; systems that achieve reporting transparency, increase accuracy and reliability in managing compliance-related data, or decrease the time or resources required to manage compliance-related activities; revenue management or revenue assurance solutions that ensure that all revenue is captured, billed and represented correctly; real-time fraud detection or prevention; solutions that have had a measureable impact on the bottom line.

Winner: **USDA Risk Management Agency (RMA) and Center for Agribusiness Excellence, Tarleton State University, Texas A&M University System**

Project: **Mandated Data Warehouse and Data Mining**

Synopsis: The Federal Crop Insurance Program, the primary source of risk protection for America’s farmers, provides more than 500,000 farmers with over \$113 billion in crop protection. RMA and the Center for Agribusiness Excellence at Tarleton State University created a system to monitor and analyze the program, identifying fraud and using satellite, weather and other data to analyze claims. The results include improvement in the integrity of the program, cost avoidance of over \$1.5 billion (2001-2007) as scored by the Congressional Budget Office and the estimate that reductions from prior year indemnities represent more than a \$20 return for every dollar spent by RMA on data mining since its inception.

Finalist: **China Construction Bank**
Project Name: Enterprise Data Warehouse

Category: On the Edge

Implementations that support the organization through emerging, breakthrough or innovative business applications such as big data analytics, web intelligence and social media analytics; the use of data and analytics to pioneer new products, services or processes to help change the direction of an organization; systems that solve or address a problem that before seemed to be impossible. Entries submitted in one of the categories above may also be nominated in this category if they are so superlative as to be cutting-edge, industry-leading innovations.

Winner: **HealthTrust Purchasing Group and HCA Information Technology and Services**

Project: **Pharmacy Spend Diagnostics**

Synopsis: The Pharmacy Spend Diagnostics project has revolutionized the way HPG and its members view and manage supply chain costs. By developing a robust spend analytics product that receives automated, daily procurement feeds from pharmaceutical wholesalers on a mobile device, HPG is increasing contract compliance and decreasing supply chain costs for its members. This innovative solution is currently delivering real results, but is only scratching the surface of possibilities for what is to come. In the future, this EPIC solution will extend beyond

Pharmacy and capture 100% of a hospital's spend. Furthermore, the ability to aggregate spend data to provide a 360-degree view of chargeable items compared to supply chain costs and to benchmark financial, operational, and clinical metrics across nearly 1,500 member hospitals will be truly remarkable.

Finalists: **Aurora Health Care**
Project Name: Hybrid Business Intelligence Ecosystem

MGM Resorts International
Project Name: Interactive Analytics Kiosk: Web-based Enterprise Portal for Real-time Gaming and Non-gaming Analytics

Partner Awards – Independent Software Vendors

Category: Collaborative Revenue Contribution

The Collaborative Revenue Contribution award recognizes the ISV who worked with Teradata to influence the largest year-over-year revenue growth for Teradata technology and services.

Winner: **Tableau Software**
Finalist: **Microsoft**

Category: New Customer Wins

The award recognizes the partner who drove the most Teradata data warehouse wins during the past year.

Winner: **SAS**
Finalist: **IBM Corporation**

Category: ISV Best Business Solution

This award recognizes an Independent Software Vendor (ISV) partner who has developed and implemented a solution that uses Teradata technology to deliver unique business value to customers. This solution must be in production now, must be repeatable and must deliver measurable return on investment for the customer.

Winner: **KXEN**
Synopsis: KXEN delivers speed and agility to optimize every step in the customer lifecycle. Fully integrated with Teradata, KXEN has over 20 joint customer successes with Teradata.

Finalist: **SAS**

Category: ISV Excellence

This award recognizes an Independent Software Vendor (ISV) partner who has made outstanding contributions to Teradata and its customers. The winning partner will have demonstrated a proven commitment to driving business success through Teradata platforms.

Winner: **MicroStrategy**

Synopsis: MicroStrategy links strategic initiatives to tactical actions, increasing ROI and driving a more agile profitable organization. Optimized to the Teradata database, MicroStrategy and Teradata serve hundreds of joint customers.

Finalist: **IBM Corporation**

Partner Awards – Systems Integrator Consulting Partners (SIs)

Category: Collaborative Demand

The SI Collaborative Demand award recognizes the SI who has contributed to the greatest year-over-year order growth for Teradata technology and services, through their demand creation efforts jointly with Teradata teams.

Winner: **Capgemini**

Category: Partner Driven Wins

The award recognizes the systems integrator (SI) who has driven the most Teradata data warehouse wins during the past year.

Winner: **IBM GBS-BAO**

Category: SI Business Innovation

This award recognizes a systems integrator (SI) who has developed an innovative industry-specific or cross-industry solution that addresses a distinct business need.

Winner: **Lockheed Martin**

Synopsis: Lockheed Martin, Information Systems & Global Solutions (IS&GS) – Defense acting as the Enterprise Service Provider for the Defense Logistics Agency (DLA) and US Transportation Command (USTRANSCOM) has developed the Integrated Data Environment (IDE) / Global Transportation Network (GTN) Convergence (IGC) system, which is a complex integrated set of state-of-the-art Commercial Off-The-Shelf (COTS) Data Extraction and Business Intelligence (BI) technologies with a Teradata Enterprise Data Warehouse at its core. IGC integrates best of breed products including the Teradata EDW, Teradata Multi System Manager (TMSM), Viewpoint, and Query Director to create an EDW housing an integrated view of the Defense Department’s global supply chain. The effectiveness and efficiency of the supply chain are increased by IGC resulting in substantial cost savings and improved warfighter readiness. IGC helps protect our freedom and saves lives.

Finalists: IBM GBS-BAO – SmartConnect Solution
Accenture – Next Generation Customer Analytics
Capgemini – IMM for Life Sciences
Wipro – Communications BI Solution

Category: SI Enterprise Intelligence

This award recognizes a systems integrator (SI) who has developed an enterprise-level solution that has led to a Teradata Enterprise Data Warehouse implementation

Winner: **Cognizant Technology Solutions**

Synopsis: Cognizant selected Teradata for a transformation project at a major insurance company. A Strategic Information Delivery program was developed that enables acquisition and integration of new businesses, reduces total cost of ownership (TCO) and integrates data from over a dozen sources to meet the needs of business users.

Finalists: Capgemini – Consumer Products BI & Analytic Technology Stack
Wipro – Communications BI Solutions