Teradata (NYSE: TDC) is the big data analytics and marketing applications company with its products and services detailed at teradata.com. LOCATIONS: Dayton, Ohio; San Diego, Atlanta, and Indianapolis; with offices across the Americas, Europe, the Middle East, Africa, Asia and Japan -- with more than 11,000 employees in over 40 countries.

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**Industries Served**  Financial services and insurance, government and public services, healthcare, life sciences, eCommerce, digital media, entertainment, retail, manufacturing, oil and gas, hospitality, telecommunications, travel, transportation, utilities.

**Market Leadership**  Teradata has more than 2,600 customer installations, notably:
- 18 of the top 20 global commercial and savings banks
- 19 of the top 20 telecommunications companies
- All of the top six airlines
- 14 of the top 20 travel and transportation companies
- 15 of the top 20 global retailers
- 11 of the top 20 healthcare companies
- 13 of the top 20 manufacturing companies

On any given business day in almost every industry throughout the world, well over 3 million users benefit from a Teradata analytics environment or business application.

**STAY CURRENT:** 1) News releases  2) News articles & media coverage  3) Teradata BLOGS

**Financial Information:**

<table>
<thead>
<tr>
<th>Non-GAAP, In millions</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Q1 *</td>
<td>Q2 b</td>
<td>Q3 c</td>
</tr>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products</td>
<td>$273</td>
<td>$300</td>
<td>$294</td>
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<tr>
<td>Services</td>
<td>355</td>
<td>376</td>
<td>373</td>
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<tr>
<td>Total Revenues</td>
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<td>676</td>
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<tr>
<td><strong>Gross Margin</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products</td>
<td>186</td>
<td>198</td>
<td>179</td>
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<tr>
<td>Services</td>
<td>159</td>
<td>181</td>
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<tr>
<td>Total Gross Margin</td>
<td>345</td>
<td>379</td>
<td>359</td>
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<tr>
<td>% of Revenue</td>
<td>54.9%</td>
<td>56.1%</td>
<td>53.8%</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
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<tr>
<td>SG&amp;A</td>
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<tr>
<td>R&amp;D</td>
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<tr>
<td>TOTAL OPERATING INCOME</td>
<td>125</td>
<td>159</td>
<td>150</td>
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<tr>
<td>% of Revenue</td>
<td>19.9%</td>
<td>23.5%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Other Expense Income, net</td>
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<tr>
<td>Income tax expense</td>
<td>38</td>
<td>45</td>
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</tr>
<tr>
<td>Net income</td>
<td>$87</td>
<td>$114</td>
<td>$111</td>
</tr>
<tr>
<td>% of Revenue</td>
<td>13.9%</td>
<td>16.9%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Shares outstanding (diluted)</td>
<td>160.9</td>
<td>159.4</td>
<td>157.1</td>
</tr>
<tr>
<td>EPS (diluted) non-GAAP</td>
<td>$0.54</td>
<td>$0.72</td>
<td>$0.71</td>
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</tbody>
</table>
Partnerships

support for mixed workloads, the ability to handle thousands of concurrent queries, robust and simplified system management, warehousing functions. These functions range from reports to ad
resides. to access, filter, and return subsets of data from Hadoop, Aster, and other database environments to the Teradata Database for organizations to integrate and analyze all types of data across multiple Teradata systems. It leverages the Teradata® Unified Data Architecture™. This is architecture for organizations to integrate and analyze all types of data across multiple Teradata systems. It leverages the complementary value of best-in-class technologies from Teradata, Teradata Aster Discovery Platform, open source Apache™ Hadoop® and our technology partners, to enable business users to ask any question, against any data, with any analytic, at any time. This includes software - Teradata Viewpoint, Teradata Connectors, and Teradata Vital Infrastructure, and hardware – a complete suite of Teradata data warehouse appliances and Teradata Aster Discovery products, plus a Portfolio for Hadoop. Utilizing the Teradata Unified Data Architecture (UDA), organizations can access, deploy, support, and manage all their data, big or small – structured and unstructured.

Notable! Teradata QueryGrid™, introduced to the market in 2014, is a breakthrough "FIRST" innovation in data orchestration software. QueryGrid gives users seamless, self-service access to data and analytic processing across different systems from within a single Teradata Database or Aster Database query. Queries can be initiated from the Teradata Database to access, filter, and return subsets of data from Hadoop, Aster, and other database environments to the Teradata Database for additional processing. The analysis can incorporate data from the Teradata Database and Hadoop – processing data where it resides. The market reception has been extremely positive and continues to attract adoption.

Teradata Database - our flagship software is recognized as the superior choice for analyzing and processing the increasing volumes and complexity of data and queries – while improving performance and economics. Teradata’s parallel processing architecture and software provides the foundation for our unique ability to support and manage a wide range of data warehousing functions. These functions range from reports to ad-hoc queries by BI users, as well as direct self-service access by consumers. Teradata Database software delivers real-time intelligence for our customers with capabilities such as support for mixed workloads, the ability to handle thousands of concurrent queries, robust and simplified system management,

Great Recognition! Company Leadership in Big Data, Analytics and Marketing Applications

Teradata is recognized by analysts, publications, and think-tank groups for its leadership in data warehousing, enterprise analytics, integrated marketing, applications, services, and the big data marketplace.

— Teradata is positioned as a leader in 2015 by top IT analyst firms: In latest Gartner MQ for Data Warehousing DM & Analytics; in the Forrester Big Data Hadoop Wave; in the Forrester WAVE for Data Warehousing, the OVUM Analytics Decision Matrix; and in the latest Information Difference Report.

— Teradata Recognized by Gartner as Market Leader in Integrated Marketing Management Magic Quadrant

— Teradata Positioned in "Leaders" Quadrant of Gartner Magic Quadrant for MultiChannel Campaign Management for 9th Consecutive Year

— Teradata was named a Leader in the Gartner MQ for Marketing Resource Management for 13th Consecutive Year.

— Teradata Labs Achieves Elite Global Status for Mature Business Processes and Quality Control.

— Again in 2015, the Ethisphere Institute named Teradata one of the world’s most ethical companies.

— Teradata Recognized Among Global Companies in Consulting for Big Intelligence and Information Management by Gartner - receives ‘positive’ rating for consulting and system integrators vendors – N. America

— Teradata Labs won the Top Tech Innovation award in San Diego’s most prestigious, highly-competitive technology awards program. This is San Diego’s largest annual award program.

— Teradata was included in the 2014 CRM Watchlist, a select group of marketing automation solution providers published by ZDNet and referenced everywhere.

— For a full list of awards honoring Teradata and its executives, visit the Teradata Awards page on our website.

What products, solutions and services does Teradata deliver?

Teradata® Unified Data Architecture™

At the center of Teradata’s data-driven solution offerings is the Teradata Unified Data Architecture™. This architecture is a framework for organizations to integrate and analyze all types of data across multiple Teradata systems. It leverages the complementary value of best-in-class technologies from Teradata, Teradata Aster Discovery Platform, open source Apache™ Hadoop® and our technology partners, to enable business users to ask any question, against any data, with any analytic, at any time. This includes software - Teradata Viewpoint, Teradata Connectors, and Teradata Vital Infrastructure, and hardware – a complete suite of Teradata data warehouse appliances and Teradata Aster Discovery products, plus a Portfolio for Hadoop. Utilizing the Teradata Unified Data Architecture (UDA), organizations can access, deploy, support, and manage all their data, big or small – structured and unstructured.

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high system availability, event monitoring, and easy integration into the enterprise. The result: our customers and users can "know more and do more" for their business.

- **The Teradata Workload-Specific Platform Family** offers our customers system options that can be used anywhere in the enterprise – as an active data warehouse, enterprise-wide data warehouse, entry-level data warehouse appliance, special-purpose data mart or a sandbox environment. Our platform family ranges from symmetrical multi-processing (SMP) to massively parallel processing (MPP), and is recognized for high performance, scalability, and easy supportability. Teradata platforms are known for the processing speed, the amount of data that can be queried and the number and complexity of queries that can be run. Teradata platforms are designed to protect our customers' technology investments, providing significant 'green' – environmentally friendly – advantages.

**The Teradata Aster Discovery Platform product family** features capabilities such as Teradata Aster SQL-MapReduce®, Graph Analytics, Teradata Aster File Store™ and Teradata Aster SNAP (Seamless Network Analytic Processing) Framework™. These deliver rich and powerful insights across a wide variety of multi-structured data from Web sources, sensor networks, social networks, genomics, and more. Combined with Teradata's leading business analytics and data warehousing solutions, our customers can create new forms of analytical insight that no other vendor can deliver -- from greater depths of detailed data and faster insight generation and visualization capabilities. Teradata Aster SQL-H™ empowers business analysts to directly access vast amounts of data from Hadoop or Teradata for advanced analytics: analysts can use common BI and reporting tools which leverage their business knowledge and SQL skills. They can access data in Hadoop directly, easily join it with other data, and leverage the analytical power of SQL-MapReduce and business-ready analytic functions and applications such as click-stream analysis, marketing attribution, and graph analysis.

**The Teradata Aster Big Analytics Appliance** empowers customers to maximize the value from all their data. It brings together open source Apache Hadoop and the Teradata Aster Discovery Platform into a single highly-integrated and optimized appliance. The Teradata Aster Big Analytics Appliance is designed for today's demanding analytics, which require superior computational power, memory, and data movement.

**Teradata Portfolio for Hadoop** is a flexible suite of products and services for our customers to integrate Hadoop into a Teradata environment and across a broader enterprise architecture, while taking advantage of world-class Teradata service and support. It includes products and services to suit every budget and maturity level of Hadoop skills, from an enterprise Hadoop distribution and fully-integrated appliances to consulting and support services on existing customer hardware. - See more at: http://www.teradata.com/Teradata-Portfolio-for-Hadoop/?LangType=1033&LangSelect=true#spathash.UI0k2yypuf

**Teradata Marketing Applications** –Teradata Integrated Marketing Cloud (TIMC) solutions enable marketers to engage customers and better orchestrate campaigns by empowering conversations on new engagement channels, enhancing internal collaboration, and improving marketing performance and accountability. Our modular solutions are available in the cloud or on-premise and provide a global, integrated marketing platform that can be broadly adopted across an organization. This approach helps companies balance creativity with a data-driven approach, and gain better insights into a complex and rapidly changing marketing environment. Teradata's marketing applications portfolio includes solutions for Marketing Operations, Campaign Management, Digital Messaging and related services. Teradata's **Digital Marketing Center** is one of the leading full-service digital marketing platforms. This cloud-based solution for email, mobile, and social media marketing brings opt-in lead generation and email media solutions to more than 1,200 companies. **Teradata Interactive** provides digital marketing and creative campaign services.

Visit the Teradata Marketing Applications web site for details: [http://marketing.teradata.com/](http://marketing.teradata.com/)

**Teradata Services**

- World-leading Teradata Professional Services consultants combine a patented methodology with extensive industry expertise and hands-on experience to help our customers quickly recognize business value and minimize risk. Our consultants provide data warehousing business impact modeling, design, architecture, implementation, and optimization consulting services, as well as enterprise analytics consulting, data management services, and managed services. We offer new services for big data volumes, helping our customers understand business opportunities and technical requirements.

- **Claraview, a division of Teradata**, offers industry-leading consulting services -- a consultancy that delivers best-in-class business intelligence, analytics and data warehousing strategy, architecture, and implementation services that enable organizations to realize the full benefits of their data and information assets. Claraview has an exclusive focus on strategy, design, delivery, and management of end-to-end business intelligence solutions to enable clients to take full advantage of their data assets.

- **The Teradata Customer Support Services** organization provides an experienced, single point of contact and delivery for the deployment, support, and ongoing management of Teradata data warehouses around the world. Our customer support service offers both proactive and reactive services, including installation, maintenance, monitoring, back-up, and recovery services to allow customers to maximize availability and leverage the value of their investments in data warehousing better. This support is increasingly important for our customers’ mission-critical data warehouse environments that operate continuously.

**EXECUTIVE LEADERSHIP:**

Mike Koehler, Chief Executive Officer; Bob Fair, Co-President, Teradata Marketing Applications; Hermann Wimmer, Co-President, Teradata Data and Analytics; Scott Gnaau, President, Teradata Labs; Dan Harrington, Executive Vice President, Global Consulting and Support Services; Rocky Blanton, President, Americas Sales; Bruce Langos, Chief Operations Officer; Dave Kinn, VP, Marketing Applications; Laura Nyquist, General Counsel and Secretary; Steve Schepmann, Executive Vice President and Chief Financial Officer; Stephen Brobst, Chief Technology Officer, Sauda Davis, Chief Human Resources Officer; Alan Chow, Vice President of Teradata Cloud Platform Operations. All bios are available on teradata.com - [http://www.teradata.com/leadership/?ICID=Alt&LangType=1033&LangSelect=true](http://www.teradata.com/leadership/?ICID=Alt&LangType=1033&LangSelect=true)