2013 Teradata EPIC Awards
Customer and Partner Winners and Finalists

Customer Awards

Category: Analytical Excellence

Solutions that improve business decision-making by increasing the accuracy or speed of business insights, and by delivering measurable improvements in organizational performance and/or productivity. Entries may describe solutions that are based on customer data, operational data, and/or financial data, and/or deliver insights based on multiple data sources, platforms, applications or tools, or on multiple types of data.

Winner: **Tesco PLC**

Project: **Supply Chain Optimisation through Analytics**

One of the world's largest retailers, Tesco stores are supplied by 23 major distribution depots that receive more than £100m of products *each day* from thousands of suppliers and deliver 60,000,000 cases *each week* to around 3,000 stores, the largest selling 30,000+ products on any given day. Tesco Internal consulting and operations research team's Supply Chain Optimisation Through Analytics programme continues Tesco's reputation for excellence in supply chain management, fully putting to use historical sales data in the Teradata Data Warehouse and using advanced modeling and algorithm design to implement an enterprise-wide programme fundamental to the long-term success of the company. Importantly, the team has created a "fall-fast" culture that allows it to create through learning and increased knowledge.

Finalists: **Banco Bradesco S/A**

Project: Modeling a Better ROI

Group Health Cooperative

Project: Clinical Cascade Analysis – Using HEDIS data to help close care gaps for members that are overdue on their preventative screenings and treatments.

Sberbank of Russia

Project: Retail Customer Data Mart

Category: Customer Insights and Engagement

Solutions that deliver customer insights from any channel and help drive customer engagement, response, or loyalty; implementations that optimize marketing programs and processes across channels; initiatives that use technologies such as real-time load, mobile access to information by customers or employees, real-time analysis of sales or service data to create a 360-degree view of the customer and improve business results.

Winner: **National Australia Bank (NAB)**

Project: **Customer Lifecycle Management Programs**

Historically, NAB did not actively identify, target and speak to First Home Buyer, Upgrader/Renovator and Investor customers in a consistent and timely manner. Through a combination of external data, new triggers and models NAB was able to identify 3 times the number of First Home Buyers, Upgraders/Renovators and Investors and improve quality of leads resulting in a higher conversion.

Finalists: **BlueCross BlueShield of Tennessee**

Project: Member Centric Decision Management

PT XL Axiata and KXEN

Project: PT XL Deploys "Next Best Activity" Solution with KXEN and Teradata

Category: Integrated Marketing Management

Recognizes excellence in integrating people, processes, and technologies across the entire marketing organization–and possibly outside the marketing organization, too—to increase the effectiveness of marketing efforts, improve internal efficiency, and drive marketing return on investment. The solution could include the integration of various marketing channels, increasing the alignment between marketing and sales, improving the customer experience, or integrating activities within the marketing lifecycle (planning, development, and campaign management execution).

Winner: **Bristol-Myers Squibb**

Project: **Mercury Next Gen**

Bristol-Myers Squibb implemented across 4 continents in 49 markets, a simplified global business review & approval commercial content model that reduced approval cycle times by 10-15% (one day).

Finalists: **Aircel Limited**

Project: Unified Marketing Platform

Lloyds Banking Group

Project: Automation of Marketing Financial Promotions throughout Lloyds Banking Group

Category: Integrated View of the Business

Solutions that break down silos to deliver insights by connecting disparate systems, data sources and/or data structures across an organization. These implementations deliver an integrated view of the business that results in true business intelligence, new business opportunities, and performance improvements, and they allow for the reuse of data.

Winner:	**Travelocity**
Project:	**Global Business Management & Intelligence Platform**

Travelocity's Data & Analytics team consolidated data from various resources to build a scalable data platform which increased revenue for the business through improved Marketing ROI and facilitation of better commercial terms from suppliers, and provided a platform to build advanced business intelligence applications, greatly improving the speed and confidence of business insights.

Finalists:	**New Jersey Division of Taxation**

Project: New Jersey Taxation Data Warehouse (TDW)

O2 Ireland (Telefonica Ireland) and IBM
Project: A Knowledge Driven Culture: Delivering *Fast Correct* Analysis and Reporting Tools (ART)

Category: Operational Excellence

Implementations that have delivered measurable improvements in the organization's operations, such as forecasting or anticipating customer demand; improving inventory management, supply chain visibility or asset monitoring/sensing; increasing sustainable business practices and resource optimization; improving transparency, compliance or risk management; and other deployments that deliver greater operational efficiencies and improve the bottom line.

Winner:	**Unilever and Capgemini**
Project:	**Unilever 'Partner to Win' Procurement BI Platform**

Unilever's global Procurement Organisation implemented the 'Partner to Win' Procurement BI Platform to place joined up, consistent and aligned data in the hands of thousands of business users across the enterprise – delivering global analysis and enabling strategic control over procurement at a scale previously unthinkable. The investment has step-changed Unilever's ability to make informed, fast decisions to enhance competitive advantage, and for the first time ever to provide global insight into its vast procurement operations.

Finalists:	**Dell**

Project: Procurement Analytics

Global Combat Support Systems Air Force – Data Services and Lockheed Martin
Project: The Global Combat Support Systems – Air Force Data Services Program (GCSS-AF Data Services)

Category: On the Edge

Cutting-edge, industry-leading innovations that are based on emerging, breakthrough business applications such as big data analytics, web intelligence, social media analytics or telematics that connect multiple services, platforms, applications and tools into a cohesive and transparent analytical environment. These solutions make optimal use of available technologies across their organization to pioneer new products, services or processes to help change the direction of an organization, or they may address a problem that before seemed impossible to solve.

Winner:	**Southern California Edison and TROVE**
Project:	**SCE Revenue Protection Application**

The Revenue Protection Application uses a novel analytical approach to identify unbilled revenue cases and assist with investigations into these cases. A whopping 86% of leads identified by the application were confirmed cases of unbilled revenue. SCE can use the tools to efficiently deploy resources to investigate unbilled energy consumption, identify these cases more quickly, and recover lost revenue.

Finalists:	**IF Insurance and Celebrus Technologies**

Project: Celebrus Technologies Improves IF Insurance's Cross-channel Dialogue

Sears Holding Corporation

Project: COSMOS (Mainframe Modernization)

Partner Awards

Category: ISV & SI Enterprise Intelligence

This award recognizes a partner who has worked with a customer to build a company-wide solution using the Teradata platform for strategic data analysis that is accessed by multiple departments and a broad user base. The winning submission must be in production and producing positive results/ROI for the customer.

Winner (ISV):	**Informatica**
Project:	**Informatica PowerCenter**

Informatica PowerCenter sets the standard for highly scalable, high-performance enterprise data integration software. Informatica PowerCenter empowers your IT organization to implement a single approach to accessing, transforming and delivering data without having to resort to hand coding. The software scales to support large data volumes and meets enterprise demands for security and performance. The PowerCenter Big Data Edition is designed to optimize the data integration across the Teradata Unified Data Architecture.

Finalist (ISV):	**SAS**

Project: SAS and Teradata Analytic Advantage Program

Winner (SI): **Capgemini**
Project: **The Transformation Program**
: Telco companies are faced with unprecedented economic and environmental challenges, especially in the European market where the number of operators and the regulations processes are creating the strongest competitive environment ever.

With Capgemini & Teradata's outstanding collaboration at this French Telco operator, our customer is now able to work in deep partnership mode to deliver faster, cheaper, better insights to its business users in all departments, with critical and multi-million € benefits in terms of customer loyalty, operational efficiency while at the same time protecting its customer base and growing revenue.

The Transformation Program set up by Capgemini & Teradata in this account has installed the Teradata platform in the strongest position to deliver our customer's enterprise insights to all business users and allow them to remain leaders in their market and beat their competitors.

Category: ISV & SI Big Data Intelligence
This award recognizes a partner who has leveraged one of Teradata's new platform technologies including Aster or Hadoop to provide a unified, high-performance big data analytics system enabling the Teradata customer to make time-sensitive decisions by analyzing the broadest sets of relevant data. This solution could leverage new emerging data sources such as web logs, sensor, etc. or compelling new analytics – digital marketing optimization, new web path analysis, or new forms of cluster analysis.

Winner (ISV): **Hortonworks**
Project: **Hortonworks Data Platform and Teradata's Hadoop appliance for Telecom Company**
The Teradata Hadoop appliance – powered by Hortonworks Data Platform – helps companies effectively manage and analyze vast amounts of multi-structured data streaming in from a wide variety of data sources, which allows them to create a 360-degree-view of the customer and to make the most of their business. By using the appliance to refine, explore, and enrich the various types of data collected over the years, companies can significantly enhance their business insight.

Finalist (ISV): **TROVE**
Project: Revenue Application Protection Application for Southern California Edison

Winner (SI): **Cerulium Corporation**
Project: **Proof of Concept (POC) for top 3 Telecom using Teradata's Unified Data Architecture (UDA)**
Cerulium worked with their customer, a top 3 Telecom company in the nation, in conjunction with partnering with the Teradata Aster Team to prove out a technology Proof of Concept (POC) of the Unified Data Architecture (UDA) Solution.

The Cerulium team led the POC from both the business and technical side. In addition, we worked with both Verizon Wireless and Teradata Aster in all phases of the project, including the specification of the use cases, identification of data sources, load strategies, database architecture, DBA support and security, SQL-MapReduce and SQL-H execution, analytics, Tableau reporting, readouts of the results to executives.

This ultimately led to the largest Teradata Aster/Hadoop sales to date.

Category: ISV & SI Business Insight
This award recognizes a partner who has developed and implemented a platform and point solution – such as pre-built applications or an industry offer – that has used Teradata and/or Aster technology to deliver analytic insights to customers.

Winner (ISV): **SAS**
Project: **SAS In-Memory Analytics for Teradata**
SAS and Teradata have joined forces to provide a market leading in-memory offering to drastically reduce the time to analytic insight while leveraging a customer's existing Teradata infrastructure and extending it to support in-memory processing utilizing the Teradata 720 appliance. SAS In-Memory Analytics exploit the core parallel-processing capability of Teradata and provides business users ten different analytic-based offerings including data visualization, advanced analytics and optimization offerings. Our combined efforts give organizations the powerful analytics they need to address specific business issues faster than they ever thought possible – backed by the in-memory architecture from Teradata required to execute in near real time.

Finalist (ISV): **QlikTech**
Project: The Mobile Service Management Platform Powered by Teradata EDW & QlikView for BICS

Winner (SI): **Cognizant Technology Solutions**
Project: **Information Factory**
Cognizant's Information Factory is a domain model-driven product that offers timely, complete, and accurate information on demand. It delivers quicker turnaround and predictable costs for information requests, which in turn lowers the hurdle to new business reporting and analytics and increases business satisfaction with Information Management.

Category: ISV & SI Collaborative Demand
Award recognizes the partner who has leveraged partner-initiatives and joint offers to deliver new footprints and opportunities based on joint go-to-market strategies.

Winner (ISV): **IBM Corporation**

Finalist (ISV): **Hortonworks**

Winner (SI): **Accenture**

Category: ISV & SI Partner Driven Wins
The award recognizes the partner who drove the most Teradata data warehouse wins during the past year.

Winner (ISV): **Microsoft Corporation**

Finalist: (ISV): **SAS**

Winner (SI): **IBM GBS-BAO**