

Decision Support: Connecting the Dots

Teradata Solutions for a New Era of National Defense

Industry Solutions > Government

In Peace and War, a Single View of Operations

Never before has the United States faced challenges of such magnitude. Supporting our efforts abroad, responding to natural disasters, and securing our homeland are absolute obligations for the Federal Government and the DoD. Yet resource constraints affect every facet of your mission. Whether it's funding, manpower, or time to deploy, every effort must now accomplish more with less.

This unprecedented level of requirements means total asset visibility, around-the-clock data loading, and real-time decision making. You must act quickly to get answers in minutes, not hours, then take advantage of correlated data to make choices necessary to combat any type of enemy.

If your organization is like most, you're facing yet another obstacle: trying to manage data from many systems including

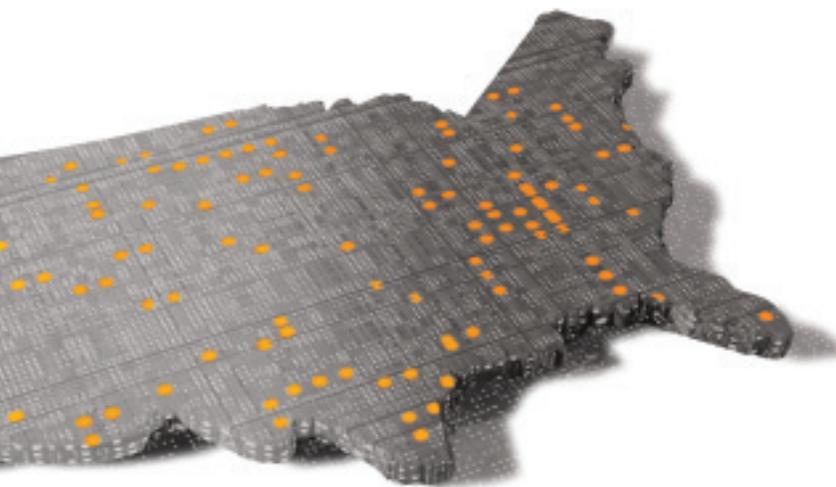
multiple legacy information systems and new industry-standard systems, such as Enterprise Resource Planning systems. The DoD is no different and is challenged with trying to analyze data that are housed in disparate stovepipes. But managing and sharing huge volumes of data that you've collected is essential.

The good news? An enterprise data warehouse from Teradata Government Systems provides components to address these challenges on a routine basis while also providing the comprehensive integration of tactical deployment.

The Decision Support Solution

Fortunately, the technology needed to bring together data from legacy systems and give decision makers a single view of operations already exists. In the private sector, it's known as data warehousing. You know it as decision support.

For years, private sector organizations have used data warehouses to provide asset visibility, integrate and analyze data, then put that information in the hands of the people who make the day-to-day decisions. But the true value of data warehousing comes from capturing and integrating information from sources across the organization to create an enterprise data warehouse (EDW) – a complete, integrated view of your entire organization that gives every user a single, consistent view of the facts. More than an archive, the EDW is a powerful decision support solution that lets you quickly analyze huge quantities of data to support tactical and strategic decision making. Enterprise data warehousing has become the key to consolidating business data and turning it into enterprise knowledge.



“The importance of integrated, all-source analysis cannot be overstated. Without it, it is not possible to *connect the dots*. No one component holds all the relevant information.”

– The 9/11 Commission Report; Chapter 13; Page 408.

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The Teradata Advantage

Teradata Government Systems is the global leader in enterprise data warehousing and analytical applications, delivering best-in-class technology and experienced data warehousing expertise to the world's most successful organizations. For more than 25 years, Teradata has helped its customers make better, faster decisions by providing the analytical solutions needed to turn data into knowledge. We have a track record of helping organizations – in industries as diverse as retail; manufacturing; transportation, logistics, and distribution; financial services, telecommunications; travel; healthcare; insurance; and government – build better solutions to help solve their unique problems.

Companies from Royal Bank Financial Group to Coca-Cola Enterprises® to Ford® have turned to Teradata to help them link disparate information systems and stove-piped environments. Like most organizations, they already had huge repositories of data. But the data were never analyzed – never used to support decisions, plan strategies, or take immediate actions.

Teradata in Action

Now Teradata is bringing our decision support solutions to DoD organizations as well, specifically in areas such as:

- > Logistics Management
- > Financial Management
- > Personnel Management
- > Facilities Management
- > Program Management

Here are some examples of how DoD agencies are already taking advantage of Teradata decision support capabilities:

Air Force Logistics

Using an EDW built and maintained by Teradata, the U.S. Air Force Materiel Command is providing logistics decision makers with centralized, consolidated access to aircraft maintenance and supply data. With hostilities in the Middle East and Southwest Asia, operational users worldwide have increasingly logged onto the system for near-real-time updates about status, readiness, and mission capability of their weapon systems. For example, GCSS-AF Data Services reports

support planning and operations staffs at USAFE, PACAF, and CENTCOM. USAFE and CENTAF use EDW query data to brief Commander and senior staff several times daily. Other uses include:

- > Reports about A-10 aircraft for the ANG, including emergency queries related to sortie data for an A-10 lost over Baghdad.
- > Extensive use of the GCSS-AF Data Services by personnel at AMC (Scott AFB) and various Air Logistics Centers to track support for deployed aircraft. That included maintenance activity and supply chain requirements to backfill parts used.
- > The Cartridge Activated Devices/Propellant Activated Devices (CAD/PAD) group created a list of installation and inspection dates for explosive bolts in ejection seats currently in inventory. This allowed them to track these critical, time-change components.
- > GCSS-AF Data Services also was used to create a list of munitions in backorder status. The initial query returned more than one million rows of data; the refined query returned about 8,000 rows.

Naval Air Systems Command

The Naval Air Systems Command (NAVAIR) is using a decision support solution from Teradata to build a system that will provide logistics decision support to its aviation fleet worldwide. Named DECKPLATE, this system will provide

Teradata Customers are Leaders

- > **90% of the top ten global telco firms**
- > **70% of the top ten global airlines**
- > **50% of the top ten global retailers**
- > **60% of the top ten transportation, logistics, and distribution firms**
- > **40% of the top ten global commercial and savings banks**

Source: *Fortune* 2006 Global Rankings

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Navy and Marine Corps logisticians with web-enabled access to near-real-time detailed data about more than 4,000 Marine Corps and Navy aircraft, wherever they are deployed.

Current Teradata DoD Projects

- > Air Force Materiel Command – GCSS-AF Data Services
- > Naval Air Systems Command – DECK-PLATE
- > U.S. Transportation Command (USTRANSCOM)
- > Defense Commissary Agency
- > Army Air Force Exchange System
- > Defense Information Systems Agency

In addition to these current projects, Teradata decision support solutions

could play a pivotal role in functional areas such as:

Personnel Management

Military personnel recruiting and retention – The military has amassed huge amounts of data about its enlisted personnel, including basic demographic and educational information, recruitment aptitude test scores, basic and technical training scores, assignment histories, promotion test scores, and personnel-performance ratings. By using a decision support solution, you could transform this data into actionable information by developing potential profiles of success for each career field. These profiles could help ensure that new recruits are placed where they're most likely to succeed. In addition,

these data could identify mid-career, noncommissioned officers for specific training and assignments, ensuring that experienced officers are available to replace retiring NCOs.

Career development of specialized

civilian personnel – The DoD civilian corps is an aging workforce. Many of these highly skilled technicians are within five years of retirement-eligibility, and many of their skills are in great demand in the commercial marketplace. That combination makes recruiting and retaining replacement personnel more critical and challenging than ever.

A decision support solution from Teradata can help turn data into actionable information by developing career progression

Some Market-leading Teradata Commercial Clients

<p>Communications</p> <ul style="list-style-type: none"> > Polkomtel > Belgacom > Telstra > Vodafone 	<p>Manufacturing</p> <ul style="list-style-type: none"> > 3M > Ford Motor Company > Fuji Photo Film 	<p>Travel</p> <ul style="list-style-type: none"> > Air France > British Airways > Continental Airlines > Delta Air Lines > Lufthansa > Southwest Airlines
<p>Financial Services</p> <ul style="list-style-type: none"> > Royal Bank Financial Group > Bank of China > Barclay's > DnB Nor 	<p>Media and Entertainment</p> <ul style="list-style-type: none"> > Harrah's Entertainment > MGM > Penn National Gaming 	<p>Transportation, Logistics, and Distribution</p> <ul style="list-style-type: none"> > Burlington Northern Santa Fe Railroad > Czech Post > DHL
<p>Insurance and Healthcare</p> <ul style="list-style-type: none"> > Anthem > Highmark > LIC > Nationwide 	<p>Retail</p> <ul style="list-style-type: none"> > Big Lots > eBay > Gigante > Matsuya > Office Depot > Overstock.com > Tesco 	<p>If you want to have the power of decision support solutions used by these industry leaders, then you want to talk to Teradata.</p>

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Analysts aside, Teradata has been honored by numerous other organizations. This includes having been selected as the best data warehouse BI appliance vendor in the annual Intelligent Enterprise Readers Choice Awards in January 2007.

TDWI Best Practices Awards

- > Royal Bank of Canada – Enterprise Data Warehousing
- > Nationwide Insurance – Master Data Management
- > Pannon GSM – Predictive Analytics
- > BNSF Railway Company – Business Performance Management



FinTech Asia Awards

Sponsor: Financial Insight Asia/Pacific

- > China Trust Commercial Bank – Winner in Customer Analytics



2006 Supply and Demand Chain Executive 100

- > Teradata named in top 100 vendors
- > Ford named as the winning case study with Teradata solution



And the Winner is...

Technology Managers Forum Best Practice Awards 2006

- > Nationwide Insurance – Winner in Technology Innovation



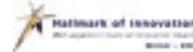
InfoWorld 100

- > BNSF Railway Company – Best Practice winner in Data Consolidation and Business Forecasting



ifs Financial Innovation Awards

- > National Australia Bank – Winner in Most Effective Customer Segmentation Strategy



The DMA Awards, Financial Services Council

- > National Australia Bank selected as winner of the DMA's Financial Services Company of the Year award



Ventana Research 2006 Performance Leadership Awards

- > BNSF Railway Company – Winner in Finance Performance Leadership



2006 DM Review World Class Solutions Awards

- > RBC Financial Group – Winner in EDW
- > Airlines Reporting Corp (ARC) – Winner in Business Intelligence
- > Nationwide Insurance – Winner in Data Management



Computerworld Best Practices in BI 2006

- > BNSF Railway Company (finalist)
- > PayPal (finalist)
- > Health Care Service Corp (finalist)
- > Whirlpool (finalist)



NCDM 2006 Database Excellence Awards

- > Overstock.com – Winner of first place Gold Award in Technological Applications category, Platinum award for overall excellence



Leader in Gartner's SEM, BI/DW Magic Quadrant, DBMS Magic Quadrant

Gartner

profiles for selected civilian career fields. These profiles would reflect those combinations of demographic factors, aptitudes, training, work assignments and accrued experience that lead to the greatest success in a career field. Also, mid-career civilian technicians could be identified for training and job assignments. Grooming these individuals for senior technician roles would help ensure continued military access to special skills and capabilities.

Asset Sustainment

Across the DoD, organizations are being asked to extend the life of their assets if they're low-cost items, such as uniforms, or complex weapon systems, such as fighters and tanks. To step up to this new challenge, assembling the data about these assets is now more critical than ever. Branches will need to know the detailed maintenance, repair, and usage history of their assets to analyze where assets are wearing out and what actions can help extend asset life.

Through the use of the GCSS Data Services data warehouse, the Air Force identified standard maintenance procedures that were not effective in theatre for some of their fleet due to the varying environmental conditions. The maintenance procedure was flagged by the warehouse and a new, more effective procedure was issued to maximize asset use and longevity.

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Decision Support: Connecting the Dots

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Facilities Management

A recent GAO study shows that 68% of facility classes rated by major commands are in such poor condition that they can't fully support military missions. Meanwhile, the DoD is planning more base realignment and closure activities. These factors highlight the need for a robust, flexible, and dynamic decision support capability. This capability would ensure that military services could maximize the return on their facility maintenance investment. And, it would allow those services to develop a total view of their base and facility environment – a view that would enable rapid, defensible decisions concerning the candidacy of any base, post, or port for closure or retention.

System Standardization (COTS) Risk Reduction

Across the DoD, legacy operational systems are being retired and replaced with new COTS especially in finance and supply areas. These COTS, often referred to as ERPs, will bring the DoD great process efficiency and reduce expenses in many areas. To assist with these major

initiatives, Teradata customers have leveraged their data warehouse to reduce their risk of implementation. Data from the legacy systems are brought into an integrated data repository for cleansing and user access. This data can be fed to the ERP as the implementation rolls out along with providing a single view of key financial variables.

Program Management

Whether it's acquiring a new weapon system or completing a military construction project, today's defense programs are more complicated and subject to ever more scrutiny by various stakeholders. By using a decision support solution from Teradata, program managers can consolidate in one database the information they need to have a single view of their program. Additionally, all reports and query responses would come from one authoritative source, ensuring that all concerned parties are getting a unified, single perspective of the program, thus helping to minimize the follow-on questions that can arise from inconsistent reporting to stakeholders.

Why Teradata?

Teradata Government Systems is a one-stop shop in the EDW world, providing a totally integrated solution consisting of hardware, operating system, and database software. Teradata has developed these core components to strategically parse large data sets across system processing and storage resources. This translates into an uncommon level of performance while protecting the system investment with linear scalability.

Teradata is the only database management system that can support data management, perform large numbers of concurrent, complex queries, and scale linearly. And we've developed and installed more than 1,900 data warehouses across industry and governments worldwide – more than all other suppliers combined.

Teradata Government Systems' unequalled heritage provides you with a built-in base of government agency knowledge, global support services, and world-leading hardware technology – a combination of strengths unmatched in the industry.

And when it comes to analyzing huge amounts of data, no one knows more than Teradata. Of all the one-terabyte data warehouses, more than 90 percent run on Teradata, including the two largest data warehouses in the world.

“The U.S. government has access to a vast amount of information. But it has a weak system for processing and using what it has. The system of need to know should be replaced by a system of need to share.”

– The 9/11 Commission Report; Executive Summary; pg. 24.

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Teradata.com

Complete, Continuing Support

Teradata Government Systems also offers a full spectrum of support services. We'll guide you through the evolution of your decision support solution from planning, design, and implementation to support and enhancement. And Teradata services personnel can provide consulting, integration, management, and maintenance services, as well as vital support in data analysis and customer education.

For More Information

For more details about Teradata and how our decision support solutions can strengthen your organization's effectiveness, contact your Teradata representative or visit Teradata.com/government.

Teradata Solution Top Ten Reasons

Here are 10 reasons why Teradata is the partner and solution you need.

- 1 The Teradata Database**
Teradata Database is the powerful, scalable, self-managing, parallel foundation of Teradata solutions.
- 2 Effortless Scalability**
Start small and grow your database with your operations seamlessly.
- 3 Ease of Management**
Spend less time doing database administration tasks and more time solving business problems.
- 4 Reduced Risk**
Teradata focuses on data warehousing solutions so you can focus on your core strategy.
- 5 Industry-leading Data Solution Expertise**
Teradata pioneered data warehousing and offers the world's best and most experienced people using a patented methodology.
- 6 Seamless Mainframe Integration**
Teradata offers optimized bi-directional, high-speed channel connectivity to mainframe environments.
- 7 Mission-critical Availability**
Teradata solutions are proven industry leaders with the highest data warehouse availability.
- 8 Investment Protection**
More data volume + more users = a whole new system? Not with Teradata. Easily expand on your original system investment as your business needs grow.
- 9 Quickest Time to Solution**
Teradata delivers an integrated solution that's ready to work right out of the box.
- 10 Proof Beyond Claims**
Don't take our word for it. Ask the companies who are leaders in their industries, putting Teradata to work every day.

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