

# Teradata Purpose-Built Platform Pricing

## Teradata – Platforms to Meet All Your Needs

Teradata Corporation offers a selection of affordable platforms that can meet all your analytical needs and match your architectural requirements. The Teradata® Purpose-Built Platform Family offers attractive options so you can take advantage of all the power of Teradata anywhere in your enterprise – as an active data warehouse, enterprise data warehouse, entry-level data warehouse, special purpose data mart, massive data volume analytics, or a test and development environment.

## The Teradata Commitment

Teradata is committed to providing a complete family of data warehousing platforms at affordable, competitive pricing. We leverage industry leading technologies to continually provide greater price/performance to our customers. Time and time again, Teradata systems have demonstrated superior architectural and technological advantages over competitors' systems resulting in powerful and efficient solutions. Our integrated and optimized solutions enable our customers to rapidly derive the highest business value from their chosen platform and realize dramatically reduced operational costs; all while ensuring the lowest total cost of acquisition.

## Teradata Purpose-Built Platform Family Pricing

| Platform | Data Mart Edition      | Data Mart Appliance  | Extreme Data Appliance | Data Warehouse Appliance | Extreme Performance Appliance | Active Enterprise Data Warehouse |                             |
|----------|------------------------|----------------------|------------------------|--------------------------|-------------------------------|----------------------------------|-----------------------------|
|          | Software Only          | 500 Series           | 1000 Series            | 2000 Series              | 4000 Series                   | 6000 Series (HDD Based)          | 6000 Series (Mixed Storage) |
| Price*   | starting at \$26K/core | starting at \$41K/TB | starting at \$12K/TB   | starting at \$32K/TB     | Performance Based**           | starting at \$57K/TB             | Performance Based**         |

\* Each platform described above includes Teradata hardware, Teradata Database with basic utilities, and storage in fully-configured systems. The systems are available starting at the list prices shown in the chart. Storage pricing is based on user data space after accounting for RAID or Fallback (4000 Series), along with spool and database overhead. Per Terabyte price is for a maximum capacity configuration system. Effective per TB pricing will be affected by the amount of compression achieved and is not included here – typical Teradata compression ranges from 50 percent to more than 80 percent.

\*\* SSD-based platforms (both SSD only for the 4000 Series and the mixed storage 6000 Series) provide high-performance systems at a lower price per unit of performance, thus a \$/TB figure is misleading for these platforms.

- > **The Teradata Active Enterprise Data Warehouse (EDW)** is the enterprise-class platform product. This platform can scale from 1 to 4,096 Teradata nodes and up to 92 Petabytes of user data supporting the complex workloads required for operational and strategic intelligence in active warehouse environments. It meets the high availability, performance continuity, and workload management demands of the mission-critical, near real-time, and high user concurrency workloads encountered in integrated, enterprise-wide data warehouses. These capabilities are dramatically enhanced by the mixed storage feature that combines fast Solid State Drive (SSD) and classic Hard Disk Drive (HDD) technologies with Teradata Virtual Storage that automatically matches data usage to the proper storage speed.
- > **The Teradata Extreme Performance Appliance** utilizes pure SSD technology to enable lightning fast response times for small data table queries. This platform scales to 24 nodes and 18TB of uncompressed user data. Both the Teradata Extreme Performance Appliance and the Active EDW platform are supported by the full capabilities of the Teradata Active System Manager (TASM) product to enable high concurrency with 1000s of users in complex mixed workload environments.
- > **The Teradata Data Warehouse Appliance** is a cost-effective, fully-integrated, scalable platform with Teradata nodes, industry-standard, enterprise-class storage for up to 315 Terabytes of user data, and the Teradata Database and utilities. This entry-level data warehouse appliance is for companies that are just starting out or for those with other analytical platform requirements in their enterprises.
- > **The Teradata Extreme Data Appliance** is suited for massive volumes of information-rich data and analysis at a cost-effective price point. Whether capturing web clicks to uncover customer behaviors or cell phone network usage to reveal opportunities for additional revenues, this data

appliance enables analysis of behavioral or process data, previously regarded as too massive to be explored affordably, to uncover the deep, rich insights. Designed for massive scalability, the Teradata Extreme Data Appliance utilizes Teradata's renowned MPP capability allowing our customers to scale from a single node with 45TB up to 4,096 nodes with 186PB of data.

- > **The Teradata Data Mart Appliance** offers a single Teradata node with storage arrays integrated in a single rack. It is targeted for departmental data mart applications or for use as a test and development platform for up to 12TB of user data.
- > **The Teradata Data Mart edition** includes the Teradata Database 14.0 software and basic utilities. This runs on standard Intel® SMP servers from Dell, HP, IBM, and other vendors. This software can be used for prototyping and to get projects started with a very limited budget.

Pricing proposals vary widely among vendors since each vendor's solution often ends up meeting different levels of customer performance requirements. When comparing vendor pricing, it is critical to look beyond the cover sheet and confirm that each of the proposed solutions provides like functionality and meets your performance requirements. In shopping for a car, you compare "like" models, for example, a mid-sized sedan with others in its class. Likewise with a data warehouse, you also need to compare "like" systems.

### Reliable, Flexible Performance

Teradata platforms are highly flexible and scalable in both computing power and speed. System power is increased by simply adding Teradata nodes, each added node linearly contributing its power. Speed is scaled to meet users' needs by adjusting the amount of usable data space – essentially the disk capacity – configured within the data warehouse. This flexibility enables one Teradata system to be configured effectively to meet the high-performance, complex workload needs of an Active EDW, while another platform can be configured for the needs of specific analytical workloads or applications. This flexibility of configuration is the basis of the Teradata Purpose-Built Platform Family and enables Teradata to meet diverse price/performance requirements.

### Lowest Total Cost of Ownership

Teradata's commitment to affordable pricing extends beyond initial acquisition costs. **Teradata provides the lowest total cost of ownership (TCO)**, delivering the most value for the money in the shortest amount of time. Contributing to the lowest TCO are several key factors, including lower overall operating costs, no on-site system integration or testing, and complete enterprise support service with a single contact point covering the entire platform family.

Teradata systems have proven lowest costs for administration with the ability to easily add data sources, users, and applications. In addition, Teradata's inherent differentiation in data distribution, data management, optimizer intelligence, and full power of parallelism allows customers to implement and manage a centralized EDW with far fewer DBAs than do our competitors' systems. And, when leveraging Teradata's integrated EDW approach, there aren't any costs associated with maintaining and managing multiple, costly independent data marts, appliances, and operational data stores, which are extolled in many competitive approaches. Teradata has the tools and expertise to help you with an in-depth TCO analysis.

### Highest Value

Given Teradata's technical differentiation, high performance, commitment to price parity, and its proven lowest TCO, Teradata provides the best value opportunity for data warehousing. These affordable Teradata systems are designed to provide immediate value along with investment protection and scalable growth options for the future. Teradata enables you to start small and grow incrementally to meet your evolving data warehouse needs. We also provide analytical applications, professional services, direct customer support, and a complete portfolio of partners to round out the full solution offering.

Teradata provides the industry's leading, purpose-built data warehouse solutions at competitive prices. Widely recognized as the industry's data warehouse leader, Teradata provides superior technology while delivering superior business value for your investment.

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DECISION  
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