

Teradata and Hummingbird

Deploy a powerful analytical solution to convert ordinary business data into extraordinary business intelligence with ease

In the race to grow and build economic muscle, businesses worldwide are struggling with two distinct technological hurdles. First, they are trying to integrate data stored in isolated legacy systems with new data captured on more flexible platforms. Second, they want to transform and distill this raw data into business intelligence. Once they accomplish these goals, they can drive their enterprises forward.

Teradata works with Hummingbird to help businesses meet this two-pronged challenge. The Teradata analytical solution, powered by data warehousing, stores

your company's critical data in a single place. Hummingbird unlocks this data from legacy systems, departmental applications, custom solutions, web sites, and others, for storage in the centralized Teradata repository.

By creating a single depot for clean, consistent data, the Teradata and Hummingbird solution enables reliable querying and analysis across your business. It helps you make decisions based on hard, relevant, and timely facts derived from various enterprise sources. The solution offers a level of detail designed to serve business needs from

finance and IT to marketing. Yet the interface is simple enough for company novices. The Teradata and Hummingbird solution empowers you to drive your organization forward strategically.

Information Central

The Hummingbird contribution to the solution has two elements: Hummingbird ETL and Hummingbird BI. The former works behind the scenes, while the latter faces users every day.

Hummingbird ETL is an "information broker" with powerful ETL and data transformation capabilities. You can integrate content from multiple sources, ranging from legacy to ERP (enterprise resource planning) systems to near real-time data streams, in order to produce a "single version of the truth." While Teradata houses a single view of corporate data, Hummingbird ETL manages metadata centrally to ensure consistency. Hummingbird is highly optimized for the Teradata system, as it can help load and transform data for large-scale, multi-terabyte warehouses.

Hummingbird BI is an integrated desktop and web-based query and reporting solution designed for users throughout your company. It lets you query Teradata seamlessly and create reports for broad distribution. Both Teradata and BI are fully scaleable, so that the solution grows with you and your market. By using BI to mine Teradata's contents, you can identify key business indicators and trends constituting tomorrow's profits.

Teradata and Hummingbird in a Snapshot

As the global leader in data warehousing and analytic technologies, Teradata solutions make smart companies smarter. Teradata give companies the people, technology, innovation, and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets. With Teradata, the smartest wins.



Hummingbird™

Hummingbird is the leader in the development of enterprise software solutions for managing and accessing all business-critical information,

including structured and unstructured data in the form of reports and documents – all accessible through a single, secure browser interface.

By integrating Teradata and Hummingbird solutions, you benefit from:

- > Market-leading companies with enterprise-wide solutions
- > Powerful technology that provides meaningful insight into your business
- > Maximum value through enterprise-wide access to all corporate information
- > Specialized support to ensure swift, effective, successful implementation

Teradata and Hummingbird

How the Solution Works

The Teradata and Hummingbird solution reduces the time and costs required for implementing effective business intelligence. It accomplishes these savings in part by providing a centralized, open, and scalable metadata repository which makes data access faster and more accurate.

Hummingbird ETL serves as a fast moving conduit carrying highly dispersed data into Teradata, where it is prepared for use as business intelligence. Although Teradata can convert raw data into usable information, Hummingbird optimizes Teradata by generating a native structured query language (SQL) that Teradata executes directly. By not having to transfer data over a network to a separate engine, you save valuable resources (see figure 1).

Additionally, because Hummingbird ETL provides native support of VSAM, IMS, Cobol copybooks, SAP R/3, AS/400, text files, XML, it integrates effectively with various database management systems (DBMS).

The Hummingbird ETL engine streams and transforms data from its resident source, such as a legacy platform, to Teradata without using intermediate steps. It does this by moving the data directly through memory to Teradata's high-performance loaders, FastLoad, MultiLoad and TPump (see figure 2). The result: you can load data faster and cut costs by putting less of a strain on IT resources.

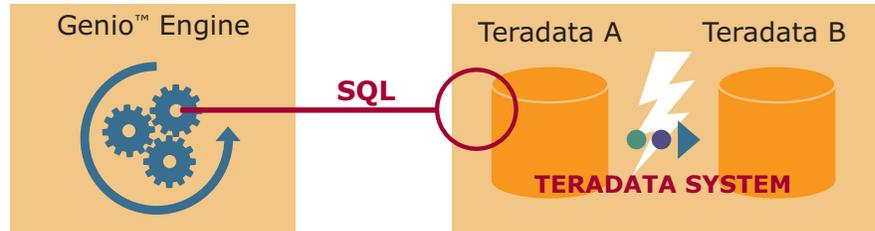


Fig. 1: Leverage the power of Teradata by executing transformations on the Teradata engine without data leaving the system.

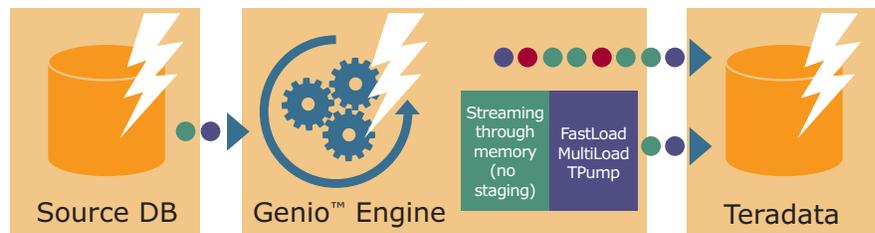


Fig. 2: Execute transformations on combination of source, ETL engine, Teradata and transfer data to Teradata loaders through memory with no staging.

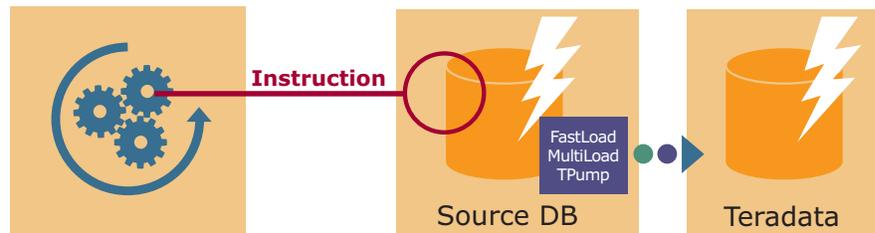


Fig. 3: Manage transfer of data from source system to Teradata without data passing through the ETL server.

When extracting data from sources that already employ Teradata loaders, Hummingbird ETL generates scripts for loading data directly into Teradata. Because you do not need a server between the data source and the warehouse, you save IT resources (see figure 3).

Benefits

The Teradata and Hummingbird solution serves your business needs in a variety of

ways. It provides sophisticated time and event-based scheduling, allowing users enterprise-wide to be more productive project managers. It ensures users depend on a single view of the business in making decisions, because it matches and merges before integrating data.

To learn more about the value of Teradata and Hummingbird, contact your Teradata representative, or visit Teradata.com.

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