

Teradata and KXEN

Take the guesswork out of data modeling– with powerful, predictive, and descriptive analytic software for fast decision making – classification, clustering, time series analysis, and the automated exploration of corporate data.

How quickly and how well you can answer the hundreds of critical business questions that occur in your organization every day often can spell the difference between a company being a market leader rather than a market follower. Even the most sophisticated users of data warehousing analytics need tools to help automate the handling of raw data to allow for faster decision making in today's constantly changing business environment.

In recognition of that need, Teradata Corporation and KXEN® have teamed up to combine Teradata's enterprise data warehousing capabilities with KXEN's predictive analytics. Now, you can answer hundreds of business questions, do what-if analysis, and get immediate, reliable answers to the toughest business questions.

Teradata and KXEN in a Snapshot

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



KXEN is a global software company headquartered in San Francisco with offices across the US and Europe. KXEN provides powerful predictive and descriptive analytic software, enabling businesses to maximize corporate return. Based upon a new and revolutionary mathematical approach called Statistical Learning Theory, KXEN redefines speed, reliability, and ease of turning information into actionable decision-making.

By integrating Teradata with KXEN, you gain:

- > Automated exploration of your data
- > Reduced time to market
- > Reliable answers to your strategic business questions
- > The ability to deploy models in record time

Get Answers Fast with In-Process Analytic Models

KXEN, through its powerful suite of analytic components, offers predictive and descriptive



enterprise modeling solutions for creating large numbers of analytic models in a fraction of the time it takes with traditional data mining tools. KXEN can deliver that level of performance because of the way it processes raw data and automates data preparation, allowing you to act quickly and reliably. In addition, KXEN software and the resulting models can be easily integrated into your Teradata applications and business processes. This allows your users to benefit from in-process advanced analytics. With KXEN, your managers can identify key business drivers, understand market forces, optimize your business operations and get results.

No More Data Marts

Traditional modeling techniques have limits to the number of variables you can employ. With KXEN, the data remains in the Teradata system as you create models using all available variables. That means you can take

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full advantage of your Teradata solution without worrying about creating and maintaining additional analytical data marts.

In addition, traditional data mining techniques often cannot keep pace with the hundreds of business questions managers are required to answer. KXEN's speed and ease of use, combined with the performance of Teradata Dynamic Query Manager, make it the ideal tool for automatic data exploration, what-if analysis and rapid root-impact detection.

The Teradata and KXEN Solution

Teradata has built its reputation on delivering a simplified view of your business through enterprise data integration. KXEN supports Teradata's capabilities by providing users with the ability to build predictive and descriptive models in near real-time. The KXEN Analytic Framework™ is a powerful, easy-to-use suite of analytic components based upon Vladimir Vapnik's breakthrough Statistical Learning Theory. They are used for scoring, classification, clustering, time series analysis, and automated exploration of corporate information such as variable contribution, KPI's and other business performance metrics. Two data manipulation components allow time-based and event-based aggregation of data to include information from clickstream or purchase behavior, so that you can build more predictive models.

The unique combination of Teradata and KXEN can take your business analytics to the next level, easily turning information into actionable decision-making. KXEN components are easily embedded into standard enterprise applications to become part of the daily business processes. For instance, KXEN leverages the Teradata BYNET for model training and scoring. All software functions are directly accessible from a CORBA, DCOM and a C++ API, to allow for easy integration into any enterprise environment.

Leveraging a combined Teradata-KXEN solution, you can achieve instant insight within your active data warehousing applications and event-based marketing initiatives.

Furthermore, KXEN produces models in the output language of your choice. Once you have explored your business questions and created a model that you would like to put into production, you can generate SQL code that will score your entire customer database directly against your Teradata system. KXEN can also generate models to be compiled as User Defined Functions (UDF). This allows you to upload your individual KXEN models right into the EDW where they execute with ultimate performance. In addition, you can produce models in C code, Java, PMML, SAS and many other output formats to integrate predictive models quickly and painlessly into your production environment.

KXEN's support to Teradata enables you to:

- > Leverage your existing Teradata investment to support all your analytic needs
- > Reduce modeling cost – answer thousands of business questions that you normally can't afford to model
- > Increase insight - determine the factors that drive your business
- > Accelerate time to market - deploy KXEN models in SQL, UDF, C, SAS or other output types to achieve the highest performance with minimal overhead
- > Make reliable predictions every day – campaign response modeling, propensities, dynamic churn analysis, proactive risk mitigation, up-sell / cross-sell scores and more to increase your competitive advantage

Together, Teradata and KXEN offer a complete analytic solution that takes the guesswork out of predictive and descriptive data modeling. They can help manage the complexity of your enterprise data – and give you immediate and reliable answers to the questions that drive your business.

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

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