



## BACKGROUND

Teradata Corporation (NYSE:TDC) is the world's largest company solely focused on raising intelligence through data warehousing, data warehouse appliances, consulting services and enterprise analytics at attractive, affordable pricing. Teradata is in more than 60 countries and on the Web at [www.teradata.com](http://www.teradata.com).

**Leadership:** Mike Koehler, president and chief executive officer  
 Rocky Blanton, president, Americas region  
 Stephen Brobst, chief technology officer  
 Todd Carver, deputy general counsel and chief ethics & compliance officer  
 Alan Chow, chief customer officer  
 Sandra Davis, vice president, human resources  
 Bob Fair, executive vice president, global field operations  
 Scott Gnau, chief development officer  
 Peter Hand, president, Asia-Pacific Japan region  
 Dan Harrington, executive vice president, technology and support services  
 Bruce Langos, chief operations officer  
 Darryl McDonald, chief marketing officer  
 Laura Nyquist, general counsel  
 Steve Scheppmann, chief financial officer  
 Hermann Wimmer, president, Europe, Middle East and Africa region  
 Bob Young, vice president of financial planning and operations

**Locations:** Dayton, Ohio (headquarters); San Diego and Atlanta, Ga.; plus offices throughout the Americas, Europe, Middle East and Africa (EMEA) and Asia Pacific Japan

### Financial Information:

	2009			2008				
	Q1	Q2	YTD	Q1	Q2	Q3	Q4	FY
<b>REVENUES</b>								
Products	\$ 157	\$ 185	\$ 342	\$ 165	\$ 221	\$ 213	\$ 250	\$ 849
Services	210	236	446	210	234	226	243	913
Total Revenues	367	421	788	375	455	439	493	1,762
<b>Gross Margin</b>								
Products	103	119	222	105	146	137	159	547
Services	97	114	211	89	103	100	110	402
Total Gross Margin	200	233	433	194	249	237	269	949
% of Revenue	54.5 %	55.3 %	54.9 %	51.7 %	54.7 %	54.0 %	54.6 %	53.9 %
<b>EXPENSES</b>								
SG&A	110	122	232	116	132	123	137	508
R&D	30	27	57	25	25	28	30	108
TOTAL OPERATING INCOME	60	84	144	53	92	86	102	333
% of Revenue	16.3 %	20.0 %	18.3 %	14.1 %	20.2 %	19.6 %	20.7 %	18.9 %
Other Income, net	0	0	0	3	2	(1) <sup>a</sup>	1	5
Income tax expense	15	22	37	14	25	25 <sup>b</sup>	24	88
Net income	\$ 45	\$ 62	\$ 107	\$ 42	\$ 69	\$ 60 <sup>a,b</sup>	\$ 79	\$ 250
Shares outstanding (diluted)	174.3	173.9	174.1	182.3	181.2	179.4	176.1	179.8
EPS (diluted) GAAP	\$ 0.26	\$ 0.36	\$ 0.61	\$ 0.23	\$ 0.38	\$ 0.33	\$ 0.45	\$ 1.39

a. Includes \$3 million (\$2 million after-tax) impairment charge to write down value of a historical equity investment

b. Includes \$3 million charge to reflect an adjustment to tax expense based on the Company's actual 2007 US federal tax return as filed

<b>Strong balance sheet (As of June 30, 2009)</b> <ul style="list-style-type: none"> <li>Total Assets of \$1.5 billion</li> <li>Total Working Capital of \$559 million</li> <li>Total Shareholders Equity of \$858 million</li> <li>No long-term debt</li> </ul>	<b>Strong Liquidity</b> <ul style="list-style-type: none"> <li>\$638 million cash and short-term investments as of June 30, 2009</li> <li>\$300 million credit facility (unused but available)</li> <li>Free Cash Flow* \$369 million in 2008 vs. \$292 million in 2007</li> </ul> <p>*Free cash flow is defined as "Cash from Operations" less "Capital Expenditures" for Property and Equipment and additions to Capitalized Software</p>
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<b>Target industries</b>	Communications, media and entertainment, financial services, insurance, retail, government and public services, healthcare and pharmaceuticals, manufacturing, hospitality, gaming, travel and transportation.
<b>Market leadership</b>	<p>Teradata has led the data warehousing market since its inception, with more than 965 customers and nearly 2,400 implementations, including:</p> <ul style="list-style-type: none"> <li>▪ Ten of the top ten global telecommunications companies</li> <li>▪ 70 percent of the top global airlines</li> <li>▪ 70 percent of the top mail package and freight companies</li> <li>▪ Six of the top ten global retailers</li> <li>▪ 50 percent of the top global commercial and savings banks</li> </ul> <p>On any given business day in almost every industry throughout the world, well over a million users access a Teradata warehouse as they make decisions.</p>
<b>Customers</b> (selected)	<p>ABN Amro Bank, Ace Hardware, Allied Irish Bank, Amazon.com, Apple Computer, Australian Pharmaceutical Industries, AT&amp;T Wireless, Bank of East Asia, Bank of the West, Bank Leumi (Israel), Barclays Bank (UK), BNSF, British Airways, Cabela's, Carrefour, Caterpillar, Centers for Medicare and Medicaid Services, Chi Mei Optoelectronics (Taiwan), Chinatrust Bank, Continental Airlines, COOP Norden, Dell Computer, eBay, Giant Tiger, Gjensidige (Norway), Goodyear, Gruppo PAM (Italy), Haggen Stores, Hallmark Cards, Harrah's Entertainment, HEMA (The Netherlands), Hershey, Highmark, HSBC, Isetan (Japan), Intercontinental Hotels, JCPenney, JD Williams (UK), Kaiser Permanente, KDDI (Japan), Korea Seven, Lufthansa, Limited Brands, Lowe's, Medibank, Meredith Corporation, Metro, Mizuho Bank (Japan), MobilTel, Nationwide Insurance, Navistar, Netflix, Otto Group, Overstock.com, Pfizer, Publix, Railinc, RBC (Canada), Russian Standard Bank, Sabre, Travelocity, Shanghai Stock Exchange, Silverton Casino, Singtel Optus, Telstra (Australia), Tesco Stores, Union Pacific Railroad, Verizon Wireless, Wal-Mart, WellPoint, Winn-Dixie Stores, Xcel Energy and many government agencies.</p>
<b>Partnerships</b> (selected)	<p>Accenture, Attensity, Capgemini, Clarabridge, Deloitte Consulting, DFA Capital Management, EMC, GoldenGate, Harte-Hanks (Trillium), IBM, Informatica, Intel, KXEN, LSI, Microsoft, MicroStrategy, Novell, Oracle, Protegrity, SAP, SAS, Scorecard, Sungard, Tableau, Tibco, Ventraq, Vision Chain, Webtrends</p>

### Enterprise data warehousing

Data warehousing is the *process* of capturing, storing and analyzing data to gain insight. This process is built on an enterprise data warehouse which is a single, centralized application-neutral repository of an organization's current and historical data.

### Active data warehousing™

The foundation of enterprise intelligence, active data warehousing drives valuable information into a company's operations and to hundreds of front-line decision-makers. It enables smarter, more competitive decisions through near real-time information access and analysis and predictive analytics on customer or business activity. Active data warehousing supports both long-running strategic and short-running tactical queries. The active data warehouse provides strategic and tactical intelligence throughout the enterprise.

### Active enterprise intelligence™

- Active enterprise intelligence is what an active data warehouse delivers. Active enterprise intelligence is the alignment of strategic and operational systems, people, technology and processes to make better, faster decisions throughout all levels of the organization. Teradata delivers active enterprise intelligence through real-time data warehousing technology, professional services and applications. Teradata enables its clients to convert information into intelligence, and intelligence into actions, leveraging existing operational applications and infrastructure.
- This capability helps decision-makers and front-line workers achieve new productivity levels, speed and precision in decision-making, manage business complexities, and respond to business events while they are occurring.

### Key Products

- **Teradata Database Software** – The flagship Teradata database software is regarded by customers and industry analysts as a superior choice for analyzing data and processing increasing volumes and complexity of queries without compromising performance. Teradata's processing architecture, combined with our software, provides the foundation for our unique ability to support and manage a wide range of data warehousing functions. These functions range from reports to ad hoc queries to data mining and simultaneous data loading, all from a single data warehouse that integrates data from across the enterprise to drive better, faster decision-making. Our Teradata database software, which operates in different operating system environments (including UNIX®, LINUX and Microsoft Windows®), delivers real-time intelligence for our customers with capabilities and features such as support of short-term operational and long-term strategic workloads (mixed workloads), the ability to handle thousands of concurrent queries, robust and simplified system management, high system availability, event monitoring, and easy integration into the enterprise. We also offer a software subscription program which enables our customers to take advantage of available improvements in future releases of our software.

- **Teradata Purpose-Built Platform Family**—The Teradata purpose-built platform family offers our customers options that take full advantage of all the power of Teradata anywhere in the enterprise – as an active data warehouse, enterprise data warehouse, entry-level data warehouse appliance, special-purpose data mart or sandbox environment. Our purpose-built platform server family ranges from symmetrical multi-processing (SMP) to MPP, and is recognized for high performance, scalability, and easy supportability. Teradata platforms are known for the speed with which results are delivered, the amount of data that can be queried and the number and complexity of queries that can be run. Teradata servers are designed to protect our customers’ technology investments.
  - The [Teradata Data Mart Appliance](#) is a completely integrated data mart solution with optimized system performance. Based on a single SMP node and Teradata Database, it is delivered with the operating system and software installed and configured.
  - The [Teradata Extreme Data Appliance](#) is a complete, integrated appliance that analyzes massive amounts of deep data, and leverages Teradata’s technical superiority at the lower cost per unit of data for volume-based value needs.
  - The [Teradata Data Warehouse Appliance](#) is a cost-effective, fully integrated, entry-level data warehouse with Teradata nodes, industry-standard, enterprise-class storage, the Teradata Database 13 and powerful utilities.
  - The [Teradata Active Enterprise Data Warehouse](#) scales from 1 to 1024 Teradata nodes and more than 10 petabytes of user data supporting the complex workloads required for operational and strategic intelligence in active warehouse environments.
- **Teradata Logical Data Models**—Our enterprise industry logical data models (“LDMs”) are easy-to-follow blueprints for designing an enterprise data warehouse that reflects business priorities tailored to the specific needs of an industry. Developed through years serving our customers, our industry-specific LDMs clearly organize and structure data, defining which individual information elements are required and how they relate to one another to provide a data model for the entire enterprise. Our LDMs are licensed to our customers as a key component of our data warehousing solutions and we offer a subscription program so that our customers may obtain the benefit of future releases.
- **Teradata Analytic Applications**—We offer a full suite of data access and management tools and applications that leverage enterprise data to solve business problems. These applications include: data mining/analytics, customer management, master data management, enterprise risk management, finance performance management, demand/supply chain management, and integrated web intelligence.

### Teradata Services

- **Teradata Professional Consulting Services**—With a leading global EDW professional services organization, Teradata consultants combine a patent-pending methodology with extensive industry expertise and hands-on experience to help our customers quickly recognize business value and minimize risk. We employ skilled consultants who provide data warehousing business impact modeling, design, architecture, implementation, and optimization consulting services, as well as enterprise analytics consulting, data management services, and managed services. Our Global Consulting Centers around the world are staffed with professionals trained in our patent-pending solutions methodology, and supplement local area consulting teams by accessing and utilizing the accumulated wealth of our global knowledge base and providing offshore consulting resources as needed.
- **Teradata Customer Support Services**—Our customer services organization provides an experienced, single point of contact and delivery for the deployment, support and ongoing management of Teradata data warehouses around the world. Our customer support service offers both proactive and reactive services, including installation, maintenance, monitoring, back-up, and recovery services to allow customers to maximize availability and better leverage the value of their investments in data warehousing. This support is increasingly important for our customers’ mission-critical data warehouse environments – those that operate continuously 24 hours per day, seven days per week.
- **Training Services**—To enhance the value of their investment, we provide our customers with training for their employees and contractors who are responsible for the operation and/or use of their Teradata data warehouses and analytical applications.

### Awards and Recognitions

Teradata is recognized by analysts, publications and customer groups for its leadership in data warehousing and enterprise analytics.

- Rated the industry’s number one [enterprise data warehouse](#) platform in the “Current Offering” category in “The Forrester Wave™: Enterprise Data Warehousing Platforms, Q1 2009,” released February 6, 2009 by Forrester Research.
- Positioned as a leader by Gartner in three categories:
  - The Data Warehouse DBMS Magic Quadrant, December 23, 2008
  - The Data Warehouse DBMS Server Evaluation Model, December 1, 2008
  - Magic Quadrant for CRM Multichannel Campaign Management, April 24, 2009
- Teradata and National Australia Bank were named “best of the best” in database marketing by the National Center for Database Marketing. The companies were named winners of the 2008 Platinum Award for overall excellence in Database Marketing and collected the 2008 Gold Award for Multichannel Marketing.
- InformationWeek (IW) ranked Teradata number 22 in its annual list of “250 Top Innovators” in implementing information technology
- Selected for the seventh consecutive time by *Intelligent Enterprise* for the magazine’s 2009 Editors’ Choice Awards “The Dozen” – their elite list of “the most influential vendors that will drive the intelligent enterprise in 2009.”
- Included in BusinessWeek’s InfoTech 100, the world’s best performing tech companies, June 1, 2009

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