

Teradata and MicroStrategy

A Singular Focus

A singular focus often leads to exceptional results. Teradata® has been focusing on building a data warehouse technology that today is the foundation of the world's most successful data warehouses. MicroStrategy's relentless focus on building an industrial-strength business intelligence (BI) platform has resulted in a technology that meets the markets' needs well into the future, providing a BI Platform that scales with ever-growing user and data scalability requirements.

Teradata Corporation and MicroStrategy® work to deliver an analytical solution that provides a high ROI for departmental level solutions, while scaling effortlessly and cost effectively to enterprise wide deployments. The result of this unique combination of

analytical technologies are joint customers that make MicroStrategy a leading BI product for the Teradata system.

Customers benefit from the highly optimized technology integration and from a substantial library of best practices that ensure the successful deployment of demanding business intelligence solutions. Adding to the joint successes is Teradata University Network, an online portal designed for further education in the areas of data warehousing, business intelligence and database administration. More than 1100 instructors representing over 800 universities and 50 countries are included in the Teradata University Network. MicroStrategy is Teradata's original BI partner in this groundbreaking initiative.

The Partnership

A core distinction of the joint solution is its reliance on the processing power and data management capabilities of the highly scalable Teradata system. MicroStrategy technology was designed to take complete advantage of an organization's investment in the powerful Teradata technology. MicroStrategy intelligently accesses and processes data straight from the Teradata system, eliminating data limitations and time-intensive cube administration. Any piece of data can be accessed at any time, with complete centralized security administration and proprietary performance-enhancing algorithms for fast response.

Benefiting customers who manage large amounts of information and databases is the synergistic partnership that Teradata and MicroStrategy have forged over the years. The longevity of this partnership is in part due to the companies' strong technical relationship. MicroStrategy belongs to Teradata's Early Adopter Program and hosts a Teradata Server in its own in-house laboratory to perform pre-release certification of Teradata's new releases. MicroStrategy devotes considerable resources to optimize its performance on Teradata.

Consequently, the two partners are able to integrate key capabilities, making their united platform more in sync with today's fast-paced business environment and its demand for readily accessible information. By enabling their products to work together seamlessly and by combining archival

Teradata and MicroStrategy 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.

Founded in 1989, MicroStrategy is a leading worldwide provider of business intelligence software. The MicroStrategy Business Intelligence Platform™ distills vast amounts of data into vital, probing insight to help drive cost-efficiency, productivity, customer relations and revenue-generation. MicroStrategy offers scalability, powerful analytics, user-friendly query and reporting features and an easy-to-use web interface.

Because of MicroStrategy and Teradata's joint heritage in the high-end of BI, with the ability to support hundreds of users over terabytes of data, our technologies are uniquely positioned to help organizations leverage the fullest potential of BI. Our combined strengths in user and data scalability allows us to serve our customers' growing needs for the most demanding and sophisticated BI applications.

Teradata and MicroStrategy

understanding with new insights, Teradata and MicroStrategy help customers do their jobs better. These efficiencies and technical advantages support your growing business.

MicroStrategy's Technology

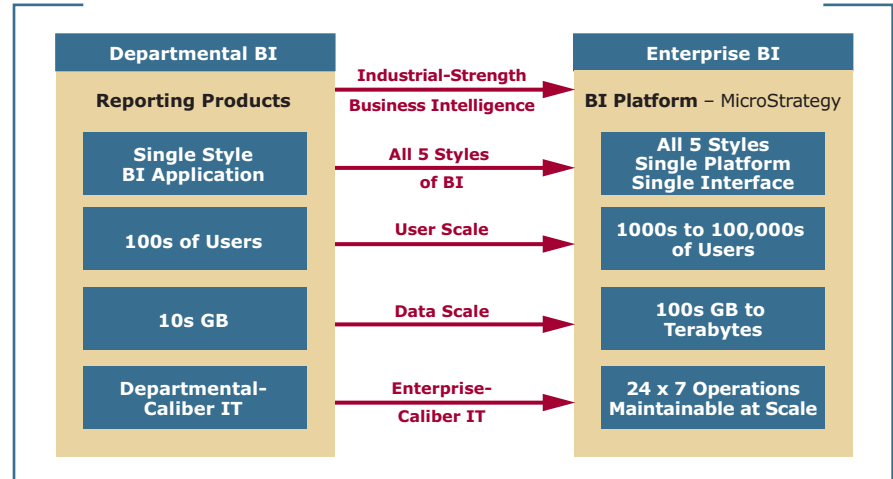
MicroStrategy has the four architectural underpinnings of an industrial-strength platform.

1. All 5 Styles of BI

MicroStrategy delivers Scorecards & Dashboards, Reporting (Operational & Ad Hoc Query), OLAP (Basic Cube and Relational), Predictive Analysis, and Proactive Notification & Alerts, all through a unified web interface and an integrated business intelligence backplane.

2. Data Scalability

MicroStrategy pioneered ROLAP BI technology, which enables customers to extract information from complex, multi-terabyte data warehouses. As a result of MicroStrategy's historical leadership in ROLAP, MicroStrategy's customers analyze more data and deploy the largest databases. MicroStrategy customers are able to easily discover trends hidden in these very large databases, and verify these trends by review-



ing the underlying transactional details.

3. User Scalability

MicroStrategy customers have led the way in web and extranet BI deployments. Since 1994, MicroStrategy has led the market with our web-based technology. They were the first to pioneer highly secure, zero-footprint and interactive web-based clients for BI. MicroStrategy technology was optimized for large, diverse user populations, with minimum administrative effort, training, and cost. Its high concurrency server architecture requires proportionally less software and hardware to support large user communities, increasing ROI

as the user population expands.

4. Enterprise-Caliber IT

MicroStrategy has a history of supporting enterprise requirements, and was the first to deliver a high availability, fault-tolerant BI architecture. Armed with infrastructure that has support for hot stand-by, fail-over, and clustering, our customers enjoy uninterrupted BI operations. These capabilities are integrated in our server-centric architecture, and are available 'out-of-the-box'. All of this translates to lower cost and higher ROI for the BI investment.

For more information about the value of the joint Teradata and MicroStrategy solution, contact your Teradata representative or visit Teradata.com.

“Optimized for the Teradata system, MicroStrategy offers the scalable, mission critical performance Teradata customers expect.”

– Scott Gnau, VP & GM, Teradata R&D

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