

Teradata and Accenture

Strategic Partners

Together, we turn information into intelligence.

Data is information. Information, analyzed correctly, leads to business intelligence. And business intelligence leads to opportunity – if you know how to recognize it.

Teradata Corporation and Accenture have partnered to help joint clients use information strategically, achieve new levels of productivity, accelerate the decision-making process, and manage business complexities more effectively.

Together, these industry leaders have developed a number of solutions that combine their expertise for the benefit of their customers. The solutions enable companies, especially those requiring high-volume data warehousing and analytics, to gain valuable insight from customer, financial, and operational data. They also equip these companies with the skills required to identify and act on the opportunities that arise from this deep insight.

Our Strength is Your Strength

High-performance businesses look to enterprise analytics as one of the key enablers of their success, and they achieve this level of active enterprise intelligence through a range of applications. Take a look at some of the solutions developed by Teradata and Accenture.

High Performance Postal

This industry-specific solution is designed to enable active enterprise intelligence for various functional areas within a postal agency. Teradata is the preferred data warehousing platform for this industry, and Accenture has built executive dashboards that leverage the Teradata Postal Industry Logical Data Model and EDW Roadmap. Much of this solution was designed for and successfully used within a large postal service.



Data Mart Consolidation

This cross-industry solution helps joint Teradata and Accenture clients consolidate disparate data marts from across various functional areas into an integrated view of their businesses. An enterprise-wide data warehousing solution creates a better decisioning environment that drives ongoing business value while reducing costs associated with maintaining disparate data marts.

Customer Insight

Any business would like to have greater insight into who its customers are and how it can better meet their needs. Teradata's leading analytical CRM application (Teradata Customer Relationship Management) was designed for use with the underlying power and performance of the Teradata platform. Accenture's business acumen can help optimize the benefits derived from the Teradata CRM solution.

Teradata and Accenture 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.

accenture

High performance. Delivered.

Accenture Information Management Services is a global management consulting, technology services, and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills, and technologies to help clients improve their performance.

TERADATA
Raising Intelligence

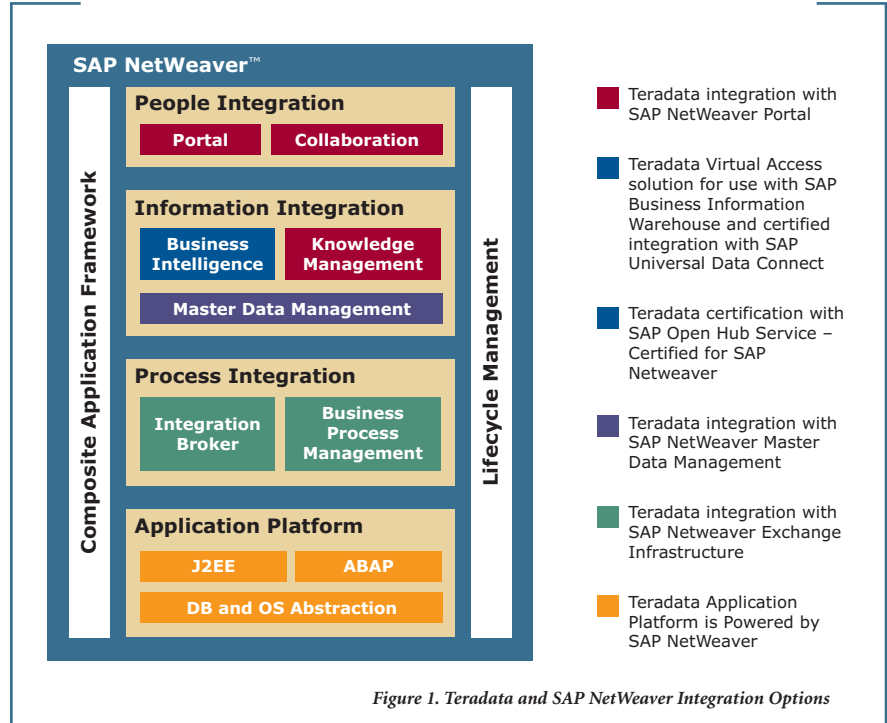
Teradata and Accenture

SAP

Integrating data from Teradata with SAP® Business Intelligence (See Figure 1 for Teradata and SAP NetWeaver Integration Options) opens vast new stores of data for SAP users, as well as improving query performance. Upon loading data from various sources, SAP® Business Information Warehouse (SAP BW) creates information cubes (InfoCubes) that end users may query. The Teradata® Virtual Access solution automatically drills queries through to Teradata, which, in turn, sends the query results back to SAP BW. The Teradata Virtual Access solution uses virtual InfoCubes to provide this SAP BW view. The virtual InfoCube is a cube that is subsequently populated and is transparent to the end-user. This provides a single point of entry for all queries, regardless of the underlying repository. Users gain full access to granular data, stored in Teradata, via SAP Business Explorer (BEx) or other existing user tools.

Benefits:

- > Consolidates data from disparate sources worldwide
- > Leverages current investment for rapid development and improved ROI
- > Scalable to grow with you – without high support and maintenance costs
- > Removes limitations of OTLP databases to maximize operations of SAP applications



Accenture Communications Solution

Teradata is the preferred platform for enabling active enterprise intelligence within the Accenture portfolio. Along with Accenture’s more than 200 Teradata-skilled professionals and a Milan-based Accenture Solution Center, Teradata has developed a proof-of-concept system that enables clients to demonstrate real business value from this solution. Joint customers have already realized benefits such as:

- > A 13 percent decrease in churn over two years
- > A 75 percent reduction in the time required to create and execute marketing campaigns

- > A 70 percent reduction in campaign cycle times
- > A 9 percent improvement in revenue per customer
- > More than \$100 million in new solutions revenue

Network Optimization

Network Optimization is a comprehensive OSS system that is used to monitor, plan, and optimize all enterprise network components. It is geared to increase network utilization, improve resource productivity, and reduce capital expenditure. This solution has been jointly developed by Bell South and Accenture and runs on the Teradata platform.

Teradata and Accenture

Teradata.com

Our Solutions Are Your Opportunities

The solutions alone show the value that the Teradata and Accenture partnership can bring to your business. But it's the successful implementation of these solutions at more than 100 clients in virtually every industry that illustrates the business potential that awaits you. Consider the following examples, in which Teradata and Accenture:

- > Developed a centralized enterprise data warehouse to consolidate data and analytics for a major health insurance provider, a project that enabled the company to provide proactive medical management for its members, increase its profitability, and enhance its competitive advantage.
- > Created a solution that enabled a U.S. retailer to align key business processes with company goals and objectives to better understand its customer base, a move that resulted in improved marketing and store operations, increased store traffic, and more profitable sales.
- > Updated the multiple financial systems for a branch of the U.S. military by merging disparate financial data into an enterprise-wide data warehouse, complying with financial reporting

regulations worldwide and giving users across the enterprise quicker and more complete access to data.

- > Repositioned a leading U.K. food retailer to better compete in a highly competitive marketplace by redesigning its customer-related processes and procedures to reduce time required for marketing campaign rollouts, improve customer segmentation, and improve return on space.
- > Deployed a real-time data warehouse as part of a leading stock exchange's plans to increase the depth and speed of its financial market intelligence services, resulting in an improved set of value-added data services and a reduced total cost of ownership over existing data services.
- > Built a customer data warehouse for a European telecommunications company that enabled it to conduct more than 100 multi-channel marketing campaigns over a six-month period, leading to a significant reduction in churn.

By tapping into Teradata's world-class scalability and performance, and leveraging Accenture's industry expertise and proven business methodologies, these customers and many others are better able to manage their enterprise data and uncover new business opportunities, which in turn have led to improved

customer management, reduced operational costs, increased profitability, and a stronger competitive advantage.

Our Expertise is Your Advantage

For each of their joint clients, Teradata and Accenture are committed to understanding their unique business situations and developing solutions that are custom-designed to overcome challenges and meet – or even exceed – requirements.

By linking business needs directly to enterprise data, Teradata and Accenture can implement tailored solutions that will enable users to access and leverage critical information in ways they could never have imagined. The resulting insights can positively impact everything from customer management to day-to-day decision making to inventory control and more.

Whether you're looking to reduce costs, improve performance, increase customer satisfaction, generate revenue, or simply gain insight into your organization, Teradata and Accenture can develop a solution that helps you meet your goals by enabling active business intelligence.

For more information on Teradata and Accenture solutions, contact your Teradata representative or visit Teradata.com.

Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information. SAP and all SAP products and services are trademarks or registered trademarks of SAP AG in Germany and several other countries.

Copyright © 2007 by Teradata Corporation All Rights Reserved. Produced in U.S.A.