

# Teradata and Business Objects

**“Do more with less, do it now, do it right the first time, and *make it count.*”**

Sound familiar? It should.

Today’s companies are facing unprecedented growth in the amount of data they must collect, analyze, and act upon every day. At the same time, the demand for rapid decision-making and measurable results is increasing exponentially.

Better, faster decision-making based on comprehensive enterprise data is no longer a luxury; it’s essential for survival in an increasingly complex and competitive landscape. As a result, the need for an end-to-end BI solution that can deliver

timely results while growing along with the business is critical.

The challenge lies in integrating standard strategic decision-making – the back-end customer, profitability, and product analysis available through an enterprise data warehouse – with right-time operational intelligence. Such “active enterprise intelligence” enables front-line employees and automated systems to leverage the considerable contextual, historical, and predictive information available within an enterprise data warehouse for near real-time decision making.



## Connecting the Dots

Teradata and Business Objects have partnered for more than 12 years to make active enterprise intelligence a reality for their shared customers. Together, these world-class solution providers deliver an optimized end-to-end BI solution that:

- > Delivers important information in right-time, enabling better, faster decisions and greater user satisfaction
- > Allows non-SQL users build ad hoc SQL queries through an easy-to-use graphic interface
- > Maximizes the strengths of each solution: Teradata’s deep data analysis and Business Objects’ robust BI capabilities
- > Optimizes system performance on a 24/7, enterprise-wide basis

With Teradata and Business Objects, you can finally put the power of your business intelligence into the hands of all your business users, as well as extend those capabilities further to customers, suppliers, and external business partners. This partnership blends the power of Teradata

## Teradata and Business Objects: 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. With Teradata, the smartest wins.



Business Objects has been a pioneer in business intelligence (BI) since the dawn of the category. Today, as the world’s leading BI software company, Business Objects transforms the way the world works through intelligent information. The company helps illuminate understanding and decision-making at more than 43,000 organizations around the globe. Through a combination of innovative technology, global consulting and education services, and the industry’s strongest and most diverse partner network, Business Objects enables companies of all sizes to make transformative business decisions based on intelligent, accurate, and timely information.

Together, Teradata and Business Objects are uniquely positioned to help organizations implement active enterprise intelligence solutions.

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system with the best-in-class Business Objects BI and EIM suites, enabling users to readily access and leverage timely, enterprise-wide data for better strategic and operational decision-making.

In essence, active enterprise intelligence connects the dots between the strategic and operational sides of your organization, leaving you more time for the “business of doing business.”

## Delivering Results

Teradata’s powerful data warehouse and analytical capabilities lay the foundation for Business Objects’ robust query capabilities. Teradata’s scalability, speed, and access to detailed enterprise data across technology platforms – including reporting; extraction, transformation, and loading; performance management; and analytic applications – ensure a single, comprehensive view of any business.

By handling some of the deep data analysis up front, the Teradata system enables the Business Objects front-end to deliver query results more quickly.

Driven by the power of the Teradata system, this combined solution performs analysis with incredible breadth and depth. You can compile high-level reports to aid in decision-making and by drilling into the data, you can identify trends, isolate problems and plan alternatives. Because the data comes from Teradata, you can be confident that:

- > Reports capture a full view of the company’s business and customers

- > Data is readily accessible at throughput second to none
- > Information is quickly obtained from multiple sources

Active data warehouse technology powered by Teradata can deliver on the promise of active enterprise intelligence, which enables Teradata to handle the information access and insight workloads of operational systems and users while satisfying stringent, near real-time service level agreements.

In addition, Teradata can manage simultaneously a mix of workloads comprising strategic BI queries and analysis, trickle-feed and batch data loads from operational systems, and the new operational workloads powered by joint Teradata and Business Objects capabilities.

## Enhancing Performance

Like Teradata, Business Objects solutions – products, prepackaged analytics, and technical and business expertise tailored to your business – are known for their ability to leverage data that is stored in an array of corporate databases, enterprise resource planning systems, and customer relationship management systems.

In fact, BusinessObjects XI is the first and only BI platform that delivers a complete set of BI capabilities. It helps you track performance, understand business drivers, and manage your business through:

- > **Performance management:** Match actions with strategy

- > **Reporting:** Access, format, and deliver data with the Crystal line of reporting and data visualization software
- > **Query and analysis:** Self-serve analysis for users
- > **BI platform:** Manage BI tools, reports, and applications
- > **Data integration:** Access, cleanse, transform, and integrate data

BusinessObjects XI™ provides additional performance management, reporting, query and analysis, and data integration all in one solution for Teradata customers. In partnership with Teradata, Business Objects has also developed Teradata-specific features, functions, and optimizations, as well as industry-specific applications.

BusinessObjects XI also offers the ability to cancel bad queries, support macros, create full outer joins, and increase support for derived tables as well as Teradata SQL expressions and functions. Thanks to these capabilities, customers experience immediate performance gains when they run reports.

## Building a Future

Teradata and Business Objects have had a corporate alliance for more than ten years. They work side-by-side to produce the best results for their customers. In fact, both companies’ R&D teams meet regularly for technical updates and strategy planning.

These partners are committed to meeting the needs of more than 320 joint customers, including ABN Amro, Air France, Anheuser-Busch, Tesco, and Verizon Wireless. More than 30 of these customers

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are members of the Teradata Customer Advisory Group. This group of joint customers, formed and administered by Business Objects, meets quarterly to help set the direction of the integrated Business Objects and Teradata solution.

This groundbreaking forum, a recognized industry best practice, enables Teradata and Business Objects to capture, integrate and deploy product enhancements and optimizations in record time to ensure the combined solution meets users' needs.

Together, they've built a BI solution that puts the power – and value – of information in the right hands. The combined solution can serve your enterprise, no matter how much or how fast you grow. That's because Teradata manages vast amounts of data from many diverse sources. Then, Business Objects leverages this capability and simplifies BI with a friendly, "drag-and-drop" user interface that creates balanced scorecards, key performance indicator dashboards, and other BI applications.

With the expansion of the Business Objects portfolio to include EIM solutions, Teradata and Business Objects together offer a true end-to-end BI solution, from the sourcing of data from transactional and operational systems, into the enterprise data warehouse, to the reports that are produced for end users.

**“BusinessObjects XI on Teradata provides a compelling solution for companies looking to standardize their business intelligence deployments. Teradata has worked with Business Objects to tightly integrate and optimize BusinessObjects XI on Teradata, enabling customers worldwide to more easily extend the value of business intelligence to a larger number of users across the enterprise.”**

– Stephen Brobst, Chief Technology Officer, Teradata

Making information more broadly and easily available to more users throughout an organization – and beyond the organization to customers, business partners and other stakeholders – has never been a more strategic corporate imperative. In growing numbers, enterprises are coming to understand the value of placing consistent, integrated data into the hands of everyone who needs it.

The combination of Business Objects and Teradata is a proven choice for organizations looking for enterprise deployments. The Teradata analytical solution, driven by enterprise data warehousing, serves as the backbone empowering users by giving them a central location for enterprise-wide information. Business Objects provides the

enterprise BI platform that provides for greater control over that information and better alignment of IT with business users.

To learn more about how you can achieve active enterprise integration through the joint Teradata and Business Objects solution, contact your Teradata representative or visit [Teradata.com](http://Teradata.com).

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