

Gain Full Access to All Your Manufacturing Data

Teradata and Attensity Team Up for Shop Floor Insight

Trying to pinpoint the costs that come with technician maintenance of processing equipment on the shop floor can be a complex, time-consuming challenge for any manufacturer. That's because ERP rarely gets down to the tracking level of detail. And because this vital information is usually placed into text fields in databases or in local manufacturing execution systems (MES) that track equipment status. Since the costs associated with unscheduled process equipment maintenance are typically among the largest you face, they can carry a significant effect on cost-of-goods sold.

The data you need for analysis of your machinery, inventory, and any downtime associated with equipment maintenance and upkeep is all too often limited to a single location solution that does not scale across your supply chain. Instead, it's locked in unstructured documents, such as shift passdown logs or text fields in maintenance databases, where scheduling equipment and technician time is the main solution.

Imagine the business intelligence you could harness if you simply had full access to all of the information found in your manufacturing data.



The 100 Percent Solution

You don't have to imagine it any longer. Teradata Corporation, the leader in enterprise data warehousing, and Attensity™, the leading innovator in text analytics software solutions, have teamed up to bring the world of structured and unstructured data together to let you analyze 100 percent of your data seamlessly.

It's an integrated solution that allows you to leverage a complete data warehouse that includes existing manufacturing relational data, such as asset tracking, combined with data extracted from unstructured sources: production operators, repair technicians, and process engineers' notes and unstructured data. Using Attensity's Exhaustive Extraction™ technology you can transform your unstructured data into a relational format, and then fuse it with existing relational data and data models. The result? All your structured, unstructured, and fact data are analyzed and fully integrated into your enterprise data warehouse (EDW).

What's more, Teradata enables active enterprise intelligence by helping you

About Teradata

Teradata Corporation, the global leader in data warehousing and analytic technologies, provides solutions that help 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. Teradata brings a blend of technology and experience unavailable from any other source. We've been providing innovative, best-in-class business solutions and technologies for some of the world's most successful data warehouses for more than 25 years.

About Attensity



Attensity's text analytics software rapidly and accurately transforms unstructured data into valuable, actionable information. Global enterprises and government agencies automatically extract all the facts from freeform text, integrate these facts with structured data, and leverage the fused data set to make decisions using Attensity's text analytics suite. The company's patented Exhaustive Extraction™ technology enables investigators, analysts, managers, and executives to speed detection and response to critical events and issues related to intelligence analysis, insurance claims analytics, service and warranty analysis, customer care, anti-money laundering, and fraud detection. Attensity is a 2007 winner of the Red Herring 100 North America award, an honor reserved for top private technology companies. The company is headquartered in Palo Alto, Calif., with a technology center in Salt Lake City, Utah. More information is at www.attensity.com.

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integrate vital information throughout your organization and align strategic decision making and operational execution. We offer you a single view of your business, plus the flexibility to see your manufacturing processes from a variety of perspectives, each with a consistent look into timely, accurate data. And we've extended the Teradata® Enterprise Manufacturing Logical Data Model to let you take advantage of the Attensity solution output – so the extracted data can be leveraged within the data model for analytical purposes.

360-degree Analysis

Attensity's solution uses linguistic principles to transform free-form text fields into identifiable facts and events without the need for pre-configured rules or extensive linguistic setup. The Teradata system then makes both existing structured data and the newly structured data from Attensity available to you for analysis in a fully integrated EDW. It's a 360-degree analysis of your business operations that lets you fully understand the *who, what, when, where, and why* of your data – and gives you the capabilities to improve equipment productivity and lower maintenance costs.

More Accurate Downtime Tracking

If you're like most manufacturers, one of your most prominent day-to-day challenges is accurately computing the amortized capitalization added into the cost of goods.

In fact, the number one cause of volume drop is asset availability – caused by inaccurate estimating and tracking of downtime.

But with the combined Teradata and Attensity manufacturing solution, you can:

- > Effectively compute amortized capitalization by combining data from sources, such as production operators, repair technicians, and process engineers, with existing historical relational manufacturing data within the warehouse.
- > Quickly identify problems with process equipment to greatly decrease unscheduled downtime.
- > Improve the process of warranty recall management with more precise early warning predictive analysis, research, and rapid and effective corrective action.
- > Deliver greater understanding of product issues, customer interactions, and problem root causes, as well as clearer insight into business trends, metrics, and key performance indicators.
- > Complement existing business intelligence, reporting, analytics, and data mining solutions, incorporating your unstructured data while leveraging your existing data warehouse investment.

Unprecedented Availability

Together, Teradata and Attensity can help you improve your manufacturing process, decrease unplanned manufacturing downtime, and more effectively manage uptime.

And Teradata and Attensity offer you unprecedented availability of cross-functional data – availability that allows you to not only easily identify product and manufacturing equipment issues or problematic activities, but to better understand the details and meanings surrounding those issues and activities. It's a solution that provides:

- > Improved process and equipment visibility.
- > Accelerated identification of adverse events.
- > Compressed problem detection-to-correction cycles.
- > Streamlined determination of responsible parties.
- > Advanced 360-degree business analytics.
- > New data sources to extend the Six Sigma methodology for untapped cost reduction.

For More Information

To learn more about how Teradata and Attensity can help improve your data access and analysis and lead your manufacturing operations toward true enterprise business intelligence and precision decision making for a stronger, more productive business, contact your local Teradata representative or visit Teradata.com.

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