

Teradata Purpose-Built Platform Pricing

Teradata – Platforms to Meet All Your Needs

Teradata Corporation offers a selection of affordable platforms that can meet all your analytical needs and match your architectural requirements. The Teradata® Purpose-Built Platform Family offers new options so you can take advantage of all the power of Teradata anywhere in your enterprise – as an active data warehouse, enterprise data warehouse, entry-level data warehouse, special purpose data mart, massive data volume analytics, or a test and development environment.

The Teradata Pricing Commitment

Teradata is committed to providing a complete family of data warehouses at affordable, competitive pricing. Simply stated, going head to head with systems of equal size, performance, and service levels, Teradata pricing will be **equal to or lower than our primary competitors**. We leverage the leading technology to provide greater performance to our customers at a lower price per equivalent performance.

We understand what is important to our customers and provide complete solutions that offer the lowest **total cost of ownership** (TCO) driving the highest business value for them. Time and time again, Teradata systems have demonstrated superior architectural and technological advantages over competitors’ systems resulting in dramatically reduced operational costs; all while ensuring lowest total cost of acquisition.

Teradata Platform Family Pricing

Platform	Data Mart Edition	Data Mart Appliance 551	Extreme Data Appliance 1550	Data Warehouse Appliance 2550	Active Enterprise Data Warehouse 5555
Price*	starting at \$26K/core	starting at \$56K/TB	starting at \$16.5K/TB	starting at \$65K/TB	starting at \$126K/TB

* Each platform described above includes Teradata hardware, Teradata Database with basic utilities, and storage in fully-configured systems. The systems are available starting at the list prices shown in the chart. Storage pricing is based on high-performance disk arrays providing user data space after accounting for RAID, spool overhead, and 30% data compression factor. Per Terabyte price is for a fully-configured system.

- > **The Teradata Active Enterprise Data Warehouse (EDW)** is the enterprise-class platform product. This platform can scale 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. It meets the high availability, performance continuity, and workload management demands of the mission-critical, near real-time, and high user concurrency workloads encountered in enterprise-wide data warehouses.
- > **The Teradata Data Warehouse Appliance** is a cost-effective, fully-integrated, scalable platform with Teradata nodes, industry-standard, enterprise-class storage for up to 230 Terabytes of user data, and the Teradata Database and utilities. This entry-level data warehouse appliance is for companies that are just starting out or for those with other analytical platform requirements in their enterprises.
- > **The Teradata Extreme Data Appliance** is suited for massive volumes of information-rich data and analysis at a cost-effective price point. Whether capturing web clicks to uncover customer behaviors, or cell phone network usage to reveal opportunities for additional revenues, this new data appliance enables analysis of behavioral or process data, previously regarded as too massive to be explored affordably, to uncover the deep, rich insights. Designed for massive scalability, the Teradata Extreme Data Appliance utilizes Teradata’s renowned MPP capability allowing our customers to scale from a single node with 50TB up to 1024 nodes with 50PB of data.

- > **The Teradata Data Mart Appliance** offers a single Teradata node with storage arrays integrated in a single rack. It is targeted for departmental data mart applications or for use as a test and development platform for up to 6TB of user data.
- > **The Teradata Data Mart edition** includes the Teradata Database 12 software and basic utilities. This runs on Intel® SMP servers from Dell, HP, IBM, and other vendors. This software can be used for prototyping and to get projects started with a very limited budget.

Pricing proposals vary widely among vendors since each vendor's solution often ends up meeting different levels of customer performance requirements. When comparing vendor pricing, it is critical to look beyond the cover sheet and confirm that each of the proposed solutions provides like functionality and meets your performance requirements. In shopping for a car, you compare "like" models, for example, a mid-sized sedan with others in its class. Likewise with a data warehouse, you also need to compare "like" systems.

Reliable, Flexible Performance

Teradata platforms are highly flexible and scalable in both computing power and speed. System power is increased by simply adding Teradata nodes, each added node linearly contributing its power. Speed is scaled to meet users' needs by adjusting the amount of usable data space – essentially the disk capacity – configured with each server in the data warehouse. This flexibility enables one Teradata system to be configured effectively to meet the high-performance, complex workload needs of an Active EDW, while another platform can be configured for the needs of specific analytical workloads or applications. This flexibility of configuration is the basis of the Teradata Purpose-Built Platform Family and enables Teradata to meet diverse price/performance requirements.

Lowest Total Cost of Ownership

Teradata's commitment to affordable pricing extends beyond initial acquisition costs. **Teradata provides the lowest total cost of ownership (TCO)**, delivering the most value for the money in the shortest amount of time. Contributing to the lowest TCO are several key factors, including lower overall operating costs, no on-site system integration or testing, and complete enterprise support service with a single contact point covering the entire platform family.

Teradata systems have proven lowest costs for administration with the ability of easily adding data sources, users, and applications. In addition, Teradata's inherent differentiation in data distribution, data management, optimizer intelligence, and full power of parallelism allows customers to implement and manage a centralized EDW with far fewer DBAs than do our competitors' systems. And, when leveraging Teradata's integrated EDW approach, there aren't any costs associated with maintaining and managing multiple, costly independent data marts, appliances, and operational data stores, which are extolled in many competitive approaches.

Highest Value

Given Teradata's technical differentiation, high performance, commitment to price parity, and its proven lowest TCO, Teradata provides the best value opportunity for data warehousing. These affordable Teradata systems are designed to provide immediate value along with investment protection and scalable growth options for the future. Teradata enables you to start small and grow very easily and incrementally to meet your evolving data warehouse needs. We also provide analytical applications, professional services, direct customer support, and a complete portfolio of partners to round out the full solution offering.

Teradata provides the industry's leading, purpose-built data warehouse solutions at competitive prices. Widely recognized as the industry's data warehouse leader, Teradata provides superior technology while delivering superior business value for your investment.

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