

Teradata Enterprise Analytics Accelerator, for SAP

Over the past decade, the amount of information generated and received by companies has grown exponentially, and the growth is expected to continue with no end in sight. Many businesses realize that this information can be leveraged as a competitive advantage. However, if their existing IT investments are not able to transform that data into actionable business intelligence, then they will lose that potential advantage.

To address this challenge, Teradata Corporation and SAP® have created a partnership focused on helping companies take full advantage of their growing data volumes.

By using SAP standard interfaces and certifications that integrate Teradata with SAP NetWeaver® BI, the Teradata® Virtual Access Solution, for SAP allows you to:

- > Speed the transformation and loading of data
- > Increase the number of queries running simultaneously
- > Improve the ability to run in-depth, ad hoc queries
- > Gain access to up-to-the-minute enterprise data that extends beyond what is stored “in memory” in SAP NetWeaver BI Accelerator

Sound too good to be true? It's not, and to prove it, we have developed Teradata Enterprise Analytics Accelerator, for SAP, a package of services and best practice methodologies that enables you to view *your* data and business scenario in a proof-of-concept *before* you make a full investment in the integrated solution.

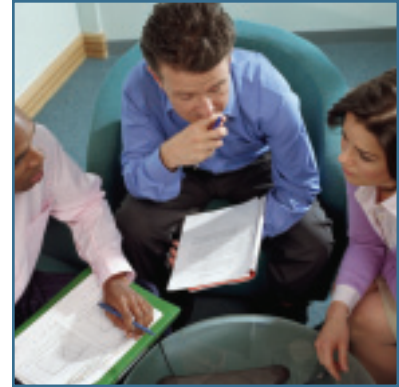
Teradata + SAP = Unprecedented BI

SAP typically loads data from a variety of front-end SAP and non-SAP data sources into SAP NetWeaver BI, which converts the data into Information Cubes (InfoCubes) that end users can query.

The addition of Teradata to the SAP equation allows users to access detailed and historical data that extends beyond what is loaded into SAP NetWeaver BI. This capability enables businesses to achieve greater performance, which otherwise might have been compromised by higher than expected data volumes.

The partnership gives users:

- > Access to non-SAP data stored in Teradata – e.g., market basket point-of-sale detailed data or employee data stored in Teradata might complement the information already in an SAP system.
- > Access to summary data in SAP NetWeaver BI and detailed data stored in Teradata using SAP drill-through capabilities.



- > Access to current (e.g., current quarter) detailed data stored in SAP NetWeaver BI, along with access to historical data in Teradata.
- > Access to legacy information that does not reside in Teradata or SAP, but that can be consolidated into Teradata.

The technology that makes all of this access possible is SAP Virtual and Remote InfoCubes, which work like basic SAP InfoCubes except that the data resides in Teradata instead of SAP NetWeaver BI. This takes advantage of Teradata's strengths in scalability, performance, and flexibility so there are no limits on the amount of data or levels of detail you can access.

Virtual and Remote InfoCubes require no new training. End users continue to run applications and access information through the SAP NetWeaver BI Business Explorer or other reporting tool, while behind the scenes the request for data is sent to Teradata, which returns the results back to the user.

Teradata Enterprise Analytics Accelerator, for SAP

Teradata.com

Joint SAP and Teradata customers have seen business and IT advantages as a result of the integration. Business users gain new enterprise insights, such as being able to track every product at every point in the value chain, having detailed data at the fingertips of financial analysts, or having detailed customer data for tailored, high-speed marketing campaigns. At the same time, IT users can drive down the total cost of ownership by consolidating systems and speeding implementations.

Put Your Data into the Equation

Still not convinced? Then see it for yourself.

Teradata Enterprise Analytics Accelerator, for SAP allows you to bring your own performance challenges and data to our Benchmark Center in Rancho Bernardo, CA, where we'll demonstrate how Teradata can improve the performance of your analytical reporting with SAP NetWeaver BI.

This is a comprehensive packaged offer that minimizes the impact on your resources and current IT landscape. As part of the proof-of-concept, we include a best practices methodology that details how to migrate your SAP NetWeaver BI business content to Teradata.

The process consists of four phases:

1. **Assessment:** Evaluate your current SAP NetWeaver BI environment and identify areas for improvement.
2. **Scope:** Determine the proof-of-concept subject area and define the success criteria.
3. **Execution:** Gather data and data definitions in a specified file format, transfer data to Teradata Benchmark Center, load it into a Teradata system, and then transform and present results in SAP NetWeaver BI via the Teradata Virtual Access Solution, for SAP. Teradata has tools and processes for masking confidential data, so your business's privacy is assured.
4. **Summary:** Review the results. Your time spent in Rancho Bernardo is also a Phase #1 Teradata implementation, so if you choose to move forward with the full solution, the first step will already be complete.

Calculate the Benefits

Without fail, customers who have engaged in the Teradata Enterprise Analytics Accelerator, for SAP process have addressed critical business concerns and achieved critical business impact through enhanced decision making.

In one case, a company achieved load times that were twenty times faster than their current SAP NetWeaver BI landscape for over a billion rows of data. This company also increased query performance by 100 times and gained the ability to run key ad hoc queries in under a minute – something that was impossible without Teradata.

Another company delivered SAP Virtual InfoCubes to end users with an integrated Teradata-SAP system made available for analysis in under four hours – a process that previously took them over 30 hours to complete.

Other benefits have included improved ad hoc analysis, enhanced process innovation, and the ability to run queries on detailed data without having to build InfoCubes. These types of performance improvements, in an era where high-speed analytics has become critical for business success, can provide a rapid and substantial return on investment.

For More Information

To learn more about how the Teradata Enterprise Analytics Accelerator, for SAP can help you leverage your investments in Teradata and SAP, contact your Teradata representative or visit Teradata.com.

Teradata and Teradata Corporation are registered trademarks of Teradata Corporation. SAP and all SAP products and services are trademarks or registered trademarks of SAP AG in Germany and several other countries. 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.

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